

**B.Voc. (Retail Management) Semester-III****Paper B. Voc. R.A. -311 Communicative English**

**Duration 03 hrs.      Lectures: 90    Practical: Nil    Maximum Marks:    100**  
**Theory:70 (Pass Marks) 45%**  
**Internal Assessment:    30**

**CONTENT: (GENERAL PAPER-01)**

<b>UNIT</b>	<b>TOPIC</b>	<b>DETAILS</b>	<b>NO.OF LECTURES</b>
<b>Unit-01</b>	<b>Understanding Communication</b>	The communication process-Forms of communication- oral and written, verbal and nonverbal (kinesics, proxemics, paralinguistic schronemics. )- Barriers in Communication and classification of barriers.	<b>18</b>
<b>Unit-02</b>	<b>Active Listening and Effective Reading .</b>	Listening skills- reiteration and application of concept— Reading skills-reiteration and application of concepts-Listening Compirihanesion-speeches (general and business) professional texts (based on business reports/work related issues/current affairs/ environment etc. )- Listening and giving Feedback- case studies on interpersonal problems- Reading and analyzing texts of Advertisements-Reading comprehension texts (business and work related texts/speech texts/current affairs etc.)	<b>18</b>
<b>Unit-03</b>	<b>Professional Speaking</b>	Speaking skills- reiteration of concepts-Group Discussion with evaluation- Debate Presentation with evaluation- Jam/Extempore—Mock Interview and Meeting with evaluation-Dealing with difficult people-role play based on behavioral patterns-Case Studies and SWOT analysis-Hot Seat with evaluation.	<b>18</b>
<b>Unit-04</b>	<b>Business Writing</b>	Principals of Communicative Writing-Business Letters-application, enquiry, complaints, reservations-E-Mails-CV Writing-Synopsis and Note taking-Reports-a)Graph Sales Report b)Field/Survey Report c) Minutes and Agenda-Professional Brochures Questionnaires- Writing Proposals.	<b>18</b>
<b>Unit-05</b>	<b>Functional Grammar and Business Vocabulary</b>	English for Specific Purposes- vocabulary related to fields of Retail Sector, Banking, Media, General Corporate- Phrasal Verbs, Word Pairs, Synonyms and Antonyms-Use of Tense and Problems of Concord.	<b>18</b>

**Suggested Readings:**

1. Company to Company- Andrew Littlejohn, Cambridge University Press.
2. Communicative English- Meenakshi Raman and Sangeeta Sharama, Oxford University Press.
3. Technical Communication- Meenakshi Raman and Sangeeta Sharma, Oxford University Press.
4. Business Communication- Meenakshi Raman and Prakash Singh, Oxford University Press.

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

**Paper Setting Scheme for End Semester Examination.**

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-----	1	12
C	2	Unit-2	-----	1	12
D	2	Unit-3	-----	1	12
E	2	Unit-4	-----	1	12
F	2	Unit-5	-----	1	12
Total	---	-----	-----	-----	70

**B.Voc. (Retail Management) Semester-III**

**Paper B.Voc. R.A.312: STORES OPERATIONS & SUPPLY CHAIN MANAGEMENT.**

**Duration 03 hrs. Lectures: 90 Practical: Nil**

**Maximum Marks: 100**

**Theory:70 (Pass Marks) 45%**

**Internal Assessment:**

30

**CONTENT: (GENERAL PAPER-02)**

**UNIT-I**

**No. of Lecture =18**

Store Planning Design and Layout, Retail Merchandising, Pricing in Retailing, Importance of Supply Chain Management in Retailing; Setting up Retail organization, Size and space allocation, location strategy, Factors affecting the location of Retail, Retail location Research and Techniques, Objective of Good store Design. Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

**UNIT-II**

**No. of Lecture =18**

Store Management, Responsibilities of Store Manager, Store Security, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

**UNIT-III**

**No. of Lecture =18**

Recruitment & Selection of Store Employees, Motivating & Managing Store employee, Evaluation of Store Employee, Compensation & Reward for Store Employees, Cost Control, Inventory loss. Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

**UNIT IV****No. of Lecture =18**

Definition, Scope , Need, Challenges in Supply chain management ,Uncertainty and supply chain management .Supply chain Drivers and Obstacles, Supply chain Network, Different Types of Supply chain Networks.

Forecasting- Importance, Different Kind of Forecasting. Techniques in Estimating Demand, Methods used to Determine Accuracy of forecast, Sourcing and vendor selection, Routing and Route sequencing.

**UNIT V****No. of Lecture =18**

Inventory Management, EOQ, Minimum level and safety stock, Reordering level, Maximum level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory Management, Lead Time Uncertainty and Product availability.

Reference:

- 1 Supply Chain Management – Planning and operation, Chopra, Sunil and Peter Meindl,Prentice Hall.
- 2 Supply Chain Management- Concepts, Practices and Implementation, Sunil Sharma, Oxford University Press.
- 3 Essentials of Supply Chain Management, Mohanty R .P. and S.G. Deshmukh, Phonix Publishing.
- 4 Business Logistics/ Supply Chain Management, Ballou,Donald H. and S.Srivstava Pearson Edcation
- 5 Supply Chain Management – Test and Cases, Janat Shah, Pearson.
- 6 Operations Management for competitive Advantage,Chase,Jacob ,Aquilano & Agarwal, Tata McGraw Hill.
- 7 Operation Management Mahdvevan B.,Pearson Education.
8. Designing and management the Supply Chain Concepts, Strategies and Cases,Simchi-Levi,D.P.Kamaski,Edityh Simchi-Levi Tata McGraw Hill
9. Modern Production / Operations Management, Buffa,E.S and Sarin, R.K. John Wiley Tta Mc Graw Hill.
10. Swapana Pradhan-Retailing Management.
- 11.Drauid Gilbert-Retail Marketing.
- 12.George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
- 13.J. Lamba-The Art of Retailing
- 14.Barry Berman, Joel R Evans-Retail Management; A Strategic Approach

**Paper Setting Scheme for End Semester Examination.**

<b>Part</b>	<b>Number of Questions</b>	<b>Syllabus Coverage</b>	<b>Nature of Questions and Answers</b>	<b>Questions to be Attempted</b>	<b>Maximum Marks</b>
<b>A</b>	<b>10</b>	<b>Complete</b>	<b>Objective (MCQ)</b>	<b>10 (1 Mark Each)</b>	<b>10</b>
<b>B</b>	<b>2</b>	<b>Unit-1</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>C</b>	<b>2</b>	<b>Unit-2</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>D</b>	<b>2</b>	<b>Unit-3</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>E</b>	<b>2</b>	<b>Unit-4</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>F</b>	<b>2</b>	<b>Unit-5</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>Total</b>	<b>---</b>	<b>-----</b>	<b>-----</b>	<b>-----</b>	<b>70</b>

## **B.Voc. (Retail Management) Semester-IV**

### **Paper B. Voc. R.A. -411 : ENVIRONMENT SCIENCE**

**Duration: 03 hrs. Lectures: 85 Practical: Nil Maximum Marks: 100**  
**Theory: 70 (Pass Marks) 45%**  
**Internal Assessment: 30**

#### **CONTENT: (GENERAL PAPER-01)**

#### **UNIT I (15Periods)**

Introduction to environment studies & ecosystems. Multi disciplinary nature of environmental studies. Scope and importance; What is an ecosystem' The structure and function of ecosystem, Energy flowing an ecosystem, food chains, food webs and ecological succession, forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems;

#### **UNTT2 (15Periods)**

Levels of biological diversity such as genetics pieces and ecosystem diversity; biogeography zones of India, biodiversity pattern sand global biodiversity hotspots, India as a mega-biodiversity nation, endangered and endemic species of India, threats to biodiversity, habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions, conservation of biodiversity, in—.sin and ex-.situ conservation of biodiversity, concept of sustainability and sustainable development.

#### **UNIT 3 (15 Periods)**

Natural resources & Its management and conservation: (.and resources and land use change: Land degradation, soil erosion and desertification; Deforestation: Causes and impacts due to ruining, dam building on environment, forests, biodiversity and tribal populations; Water: Useandover-exploitationofsurfaceandgroundwater,floods,droughts,conflictsoverwater (international & inter-state); Energy resources: Renewable and nonrenewable energy sources, use of alternate energy sources and growing energy needs.

#### **UNIT4 (20Periods)**

Environmental pollution & management: Environmental pollution: types, causes, effects and controls, Air, water, soil and noise pollution, Solid waste management: Control measures of urban and industrial waste. Climate change, global warming, ozone layer depletion, acid rain and their impact on human communities and agriculture Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act, Water (Prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act; International agreements: Montreal and Kyoto protocols arid Convention on Biological Diversity (CBD); Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

**UNIT 5****(20 Periods)**

Environment & social issues: Human population growth: Impacts on environment, human health and welfare, Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; environmental communication and public awareness.

**REFERENCES:**

1. Abbot, J. & Guijt, I. (1998) Changing views on change: participatory approaches to monitoring the environment. Pp. 1-96 in SARL Discussion Paper No. 2, July 1998. London: IIED (ISBN 1560-2192).
2. Abdalla, C.W. & Kelsey, T.W. (1996) Breaking the impasse: Helping communities cope with change at the rural-urban interface. *Journal of Soil and Water Conservation* 51: 462-466.
3. Ajzen, I. & Fishbein, M. (1980) *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ, USA: Prentice-Hall.
4. Allen, W.J. (1997) Towards improving the role of evaluation within natural resource management R&D programmes: The case for 'learning by doing'. *Canadian Journal of Development Studies XVIII, Special Issue*: 625-638. (Available from <<http://nrm.massey.ac.nz/changelinks/cjds.html>> Accessed 4 October 2000)

**Paper Setting Scheme for End Semester Examination.**

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-----	1	12
C	2	Unit-2	-----	1	12
D	2	Unit-3	-----	1	12
E	2	Unit-4	-----	1	12
F	2	Unit-5	-----	1	12
<b>Total</b>	---	-----	-----	-----	<b>70</b>

## B.Voc. (Retail Management) Semester-IV

### Paper B. Voc. R.A. -412 : Human Resource Management

Duration: 03 hrs. Lectures: 65      Practical: Nil      Maximum Marks: 100  
Theory: 70 (Pass Marks) 45%  
Internal Assessment: 30

#### CONTENT: (GENERAL PAPER-02)

UNIT	TOPIC	DETAILS	No.Lectures
1	<b>Introduction</b>	Human Resource management : Concept and Fundamentals, Role, Status and competence of HR Manager, HR Policies, Evolution of HRM,HRM Vs HRD, Emerging Challenges of Human Resource Management; Workforce diversity; EMPOWERMENT; Downsizing; VRS; Human Resource Information System	18
2	<b>Acquisition of Human Resource</b>	Human Resource Planning – Quantitative and Qualitative dimensions; Job analysis—Job description and job specification; Recruitment --- Concept and resources; Selection – Concept and process; Test and Interview; Placement and Induction.	18
3	<b>Training and Development</b>	Concept and Importance; Identifying Training and Development Needs; Designing; Training Programmes; Role-Specific and Competency-Based Training ;Evaluating Training; Effectiveness; Training Process Outsourcing; Management Development; Career Development.	18
4	<b>Performance Appraisal</b>	Nature, objective and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; Job changes – transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.	18
5	<b>Maintenance</b>	Employees health and safety; employee welfare; social security; Employer-Employee relations= an overview; grievance-handling and redressal; Industrial Disputes; causes and settlement machinery.	18

## Recommended Books:

1. Human Resource Management, VSP Rao, Excel Books
2. Human Resource Management, Durai, Pearson
3. Personnel & Human Resource Management, P. Subba Rao, HPH
4. HRM Text & Cases, Aswathappa, TMH
5. HRM, Snell, Bohlander, Vohra; Cengage
6. Managing Human Resources, Gomez, Balkin, Cardy, PHI
7. Human Resource Management, Jyoti, Venikates, Oxford
8. Human Resource Management, Khanka,S. chand
9. HRM a case study approach, Muller Camen, Jaico
10. HRM,by Kulwant Singh Pathania, Sabina Batra,Anuradha Pathak, Kalyani Publication Ludhiana,2017

## Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-----	1	12
C	2	Unit-2	-----	1	12
D	2	Unit-3	-----	1	12
E	2	Unit-4	-----	1	12
F	2	Unit-5	-----	1	12
Total	---	-----	-----	-----	70

**B.Voc. (Retail Management) Semester-V**

**Paper B. Voc. R.A.511 : Marketing Management**

**Duration 03 hrs. Lectures: 90 Practical: Nil Maximum Marks: 100**  
**Theory: 70 (Pass Marks) 45%**  
**Internal Assessment: 30**

**CONTENT: (GENERAL PAPER-01)**

**UNIT 1**

**No. of Lecture =18**

Nature and scope of Marketing: Corporate orientations towards the market place. The marketing environment and Environment scanning

Marketing Information System and Marketing Research, Understanding consumer and Industrial markets.

**UNIT II**

**No. of Lecture =18**

Market Segmentation: Targeting and Positioning. Product decisions –product mix, product life cycle, new product development, Branding and packaging decisions. Pricing methods and strategies

**UNIT-III**

**No. of Lecture =18**

Promotion decisions –promotion mix, advertising, sales promotion, publicity and personal selling. Vertical marketing –Implementation and systems.

Distribution Decisions: Patterns of channels and types of intermediaries, channel design decisions, Channel conflict, types and functions of wholesalers and retailers, Emerging trends in retailing.

**UNIT-IV**

**No. of Lecture =18**

Direct Marketing: Meaning, Benefits and growth of direct marketing, Forms of direct marketing, Multi level marketing, Meaning, need and importance of multilevel marketing, Advantages, Criticism of multilevel marketing, Ethical issues in direct & multilevel marketing.

**Unit-V**

**No. of Lecture =18**

Organizing and Implementing: Marketing in the organization, Evaluation and control of marketing efforts New issues in marketing –Globalization, Consumerism, Green marketing, Legal issues.

Suggested Readings:

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., (2011). Marketing Management: A South Asian Perspective, 13th Edition, Pearson Education, New Delhi.



2. Etzel, M.Walker, B. Stanton,W. and Pandit,A (2009) Marketing Management,Tata McGrawHill,New Delhi
3. Enis, B.M. Marketing Classics : A Selection of Influential Articles. New York,McGraw Hill, 1991.
4. Kotler, Philip and Armstrong, G. Principles of Marketing. New Delhi, PrenticeHall of India, 1997.
5. Kotler, Philip. Marketing Management : Analysis, Planning, Implementation andControl. New Delhi, Prentice Hall of India, 1994.
- 6.Ramaswamy, V S and Namakumari, S. Marketing Management :Planning,Control. New Delhi, Prentice Hall of India, 1994.
- 7.Ramaswamy,V.S.and Namakumari, S.Marketing Management :Planning,Control.New Delhi,MacMillan, 1990

**Paper Setting Scheme for End Semester Examination.**

<b>Part</b>	<b>Number of Questions</b>	<b>Syllabus Coverage</b>	<b>Nature of Questions and Answers</b>	<b>Questions to be Attempted</b>	<b>Maximum Marks</b>
<b>A</b>	<b>10</b>	<b>Complete</b>	<b>Objective (MCQ)</b>	<b>10 (1 Mark Each)</b>	<b>10</b>
<b>B</b>	<b>2</b>	<b>Unit-1</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>C</b>	<b>2</b>	<b>Unit-2</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>D</b>	<b>2</b>	<b>Unit-3</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>E</b>	<b>2</b>	<b>Unit-4</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>F</b>	<b>2</b>	<b>Unit-5</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>Total</b>	<b>---</b>	<b>-----</b>	<b>-----</b>	<b>-----</b>	<b>70</b>

**B.Voc. (Retail Management) Semester-V**

**Paper B. Voc. R.A.512 : Business Statistics**

**Duration 03 hrs. Lectures: 90 Practical: Nil Maximum Marks: 100**  
**Theory: 70 (Pass Marks) 45%**  
**Internal Assessment: 30**

**CONTENT: (GENERAL PAPER-02)**

**UNIT-I No. of Lecture =18**

**Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Partition values- quartiles, deciles, and percentiles.**

**UNIT-II No. of Lecture =18**

**Measures of Variation: absolute and Relative. Range, quartile deviation and mean deviation; Variance and Standard deviation; calculation and properties.**

**UNIT-III No. of Lecture =18**

**Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearsons co-efficient and Spearman's rank correlation. Simple Linear Regression Analysis; Regression equations and estimation. Relationship between correlation and regression coefficients.**

**UNIT-IV No. of Lecture =18**

**Meaning and uses of index numbers; Construction of index numbers; Aggregative and average of relatives- simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices.**

**UNIT-V No. of Lecture =18**

**Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.**

**Suggested Readings:**

- 1. Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.**
- 2. Budnick, P. Applied Mathematics . McGraw Hill Publishing Co.**
- 3. N.D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd.**
- 4. J.K. Thukral, Mathematics for Business Studies, Mayur Publications.**
- 5. J.K. Singh, Business Mathematics, Himalaya Publishing House.**
- 6. J.K. Sharma, Business Statistics, Pearson Education.**
- 7. S.C. Gupta, Fundamentals of Statistics, , Himalaya Publishing House.**
- 8. S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.**

9. **Richard Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, New Delhi.**
10. **M.R. Spiegel, Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing Co.**
  
11. **T.R. Jain & S.C. Aggarwal, 'Business Mathematics and Statistics', V.K. Global Publication Pvt. Ltd.**
12. **Tandon Anupama, Business Mathematics and Statistics, Kalyani Publishers.**
13. **Spectrum Business Mathematics and Statistics.**

**Paper Setting Scheme for End Semester Examination.**

<b>Part</b>	<b>Number of Questions</b>	<b>Syllabus Coverage</b>	<b>Nature of Questions and Answers</b>	<b>Questions to be Attempted</b>	<b>Maximum Marks</b>
<b>A</b>	<b>10</b>	<b>Complete</b>	<b>Objective (MCQ)</b>	<b>10 (1 Mark Each)</b>	<b>10</b>
<b>B</b>	<b>2</b>	<b>Unit-1</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>C</b>	<b>2</b>	<b>Unit-2</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>D</b>	<b>2</b>	<b>Unit-3</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>E</b>	<b>2</b>	<b>Unit-4</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>F</b>	<b>2</b>	<b>Unit-5</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>Total</b>	<b>---</b>	<b>-----</b>	<b>-----</b>	<b>-----</b>	<b>70</b>

## B.Voc. (Retail Management) Semester-VI

Paper B. Voc. R.A.611 : Ethics and corporate Social Responsibility

Duration 03 hrs. Lectures: 90 Practical: Nil Maximum Marks: 100  
Theory: 70 (Pass Marks) 45%  
Internal Assessment: 30

### CONTENT: (GENERAL PAPER-01)

UNIT	Details
1	Business Ethics: Meaning of ethics' why ethical problems occur in business. Ethical principles in business; Theories of Business Ethics. Globalization and Business Ethics.  All alternative to moral principles; Moral issues in Business; Worker's and employee's right and responsibilities' profit maximization Vs social responsibilities.
2	Concept, Need to improve corporate governance standards, Features of good governance, Models of Corporate Governance, Benefits of Good Corporate Governance. Junk Bond Scam (USA),Enron(USA Anderson Worldwide (USA), Satyam Computer Services Ltd,(India); Common Governance Problems Noticed in various corporate failures is corporate Governance always the cause for Corporate failures ?
3	Meaning, Evolution of corporate social responsibility, CSR and corporate Sustainability, Business social performance. Environmental aspects of CSR, common indicators fro measuring social responsibility, CSR Models, Drivers of CSR.
4	Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, Insider trading, SEBI Norms based on KM Birla Committee Clause 49 of Listing Agreement.
5	Role of Auditors in enhancing corporate governance ,duties and responsibility of auditors, corporate governance and internal auditors, Whistle blowing ;Kinds of Whistle blowing , Precluding the need for Whistle blowing discrimination;

#### Reference:-

1.Business Ethics : Decesion-Making for Personal Integrity &Social Responsibility, Hartman,Laura P.and Joe DesJardins, McGraw Hill/Irwin

1. Business Ethics –Concepts, Cases and Canadian Perspectives, Kissick,W.P.

3. Business Ethics – Ethical Decesion Making and Cases, O.C. Ferrell,J. Fraedrick & L. Ferrel,9<sup>th</sup> Edition.

**Paper Setting Scheme for End Semester Examination.**

<b>Part</b>	<b>Number of Questions</b>	<b>Syllabus Coverage</b>	<b>Nature of Questions and Answers</b>	<b>Questions to be Attempted</b>	<b>Maximum Marks</b>
<b>A</b>	<b>10</b>	<b>Complete</b>	<b>Objective (MCQ)</b>	<b>10 (1 Mark Each)</b>	<b>10</b>
<b>B</b>	<b>2</b>	<b>Unit-1</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>C</b>	<b>2</b>	<b>Unit-2</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>D</b>	<b>2</b>	<b>Unit-3</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>E</b>	<b>2</b>	<b>Unit-4</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>F</b>	<b>2</b>	<b>Unit-5</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>Total</b>	<b>---</b>	<b>-----</b>	<b>-----</b>	<b>-----</b>	<b>70</b>

**B.Voc. (Retail Management) Semester-VI**

**Paper B. Voc. R.A.612 : Retail Environment**

**Duration 03 hrs. Lectures 90 Practical: Nil Maximum Marks: 100**  
**Theory: 70 (Pass Marks) 45%**  
**Internal Assessment: 30**

**CONTENT: (GENERAL PAPER-02)**

**UNIT-I**

**No. of Lecture =18**

Retail: Meaning- Functions and special characteristics of Retailer- Reasons for studying. Retailing- Marketing- Retailer Equation- Marketing concepts applied to retailing-Retailing as a career- Trends in Retailing.

**UNIT-II**

**No. of Lecture =18**

Retail Model and Theories of Retail Development- Life cycle and phase in growth of retail markets- Business models in retail- other retail models.

**UNIT-III**

**No. of Lecture =18**

Strategic Planning in Retailing: Situation Analysis- Objectives- Need for identifying consumer needs- Overall strategy, feedback and control- consumer decision- making process.

**UNIT-IV**

**No. of Lecture =18**

Retail in India: Evolution and size of retail in India- Drivers of retail change in India- Foreign Direct Investment in retail- Challenges in retail developments in India.

**UNIT-V**

**No. of Lecture =18**

Global retail markets: Strategic planning process for global retailers- Challenges and Threats in global retailing- Factors affecting the success of a global retailing strategy. Compulsory Training: On-the-job training for a period of 40 hours where student will take assistance with Retail Store Supervisor or Store Supervisor.

**References:**

1. Swapna Pradhan- Retailing Management- Text and Cases, Tata McGraw Hill- 2<sup>nd</sup> edition, 2004.
2. Barry Berman and Joel R Evans- Retailing Management- A Strategic Approach, Prentice Hall of India, 8<sup>th</sup> Edition, 2002.
3. James R. Ogden, Denise Ogden- Integrated, Retail Management- Biztantra 2005.
4. Gibson G Vedamani- Retail Management- Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

**Paper Setting Scheme for End Semester Examination.**

<b>Part</b>	<b>Number of Questions</b>	<b>Syllabus Coverage</b>	<b>Nature of Questions and Answers</b>	<b>Questions to be Attempted</b>	<b>Maximum Marks</b>
<b>A</b>	<b>10</b>	<b>Complete</b>	<b>Objective (MCQ)</b>	<b>10 (1 Mark Each)</b>	<b>10</b>
<b>B</b>	<b>2</b>	<b>Unit-1</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>C</b>	<b>2</b>	<b>Unit-2</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>D</b>	<b>2</b>	<b>Unit-3</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>E</b>	<b>2</b>	<b>Unit-4</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>F</b>	<b>2</b>	<b>Unit-5</b>	<b>-----</b>	<b>1</b>	<b>12</b>
<b>Total</b>	<b>---</b>	<b>-----</b>	<b>-----</b>	<b>-----</b>	<b>70</b>

## GUIDELINES FOR CREDIT CALCULATION for Hospitality and Tourism

Guidelines used for credit calculations are in alignment with the UGC Guidelines. The below norms are used for computation of credit hours:

- Under Skill Component:
  - **Theory:** 01 Credit = 15 hours of teaching
  - **Practical/Internship:** 01 Credit = 30 hours of training
- Under General Component:
  - **Theory:** 01 Credit = 15 hours of teaching.
  - The below norms are used for computation of credits under Skill Component
  - 50% weightage has been assigned to Theory
  - 10% weightage has been assigned to Practical
  - 40% weightage has been assigned to Internship

### SEMESTER 3

**Duration:** 03 hrs.    **Lectures:** 90 **Practical:** Nil                      **Maximum Marks:** 100  
**Theory:** 70 (Pass Marks)    45%  
**Internal Assessment:** 30

#### General paper-1TH311 Basic of Tourism Research

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction to Research	Introduction to Tourism Research - Significance, types and process.	18
Unit-02	Tourism Research	Research in tourism and hospitality industry- Challenges and Status.	20
Unit-03	Planning of Research	Planning of research - Planning process, Formulation of problem in tourism context.	20
Unit-04	Research Methodology	Hypothesis, Sampling, Methods/Techniques and Errors.	20
Unit 05	Research in Tourism	Significance of Research in Tourism sector, major thrust areas.	12

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Principles and practices - AR Bhatia.

2. Tourism in India - V.K. Goswami.
3. Statistical Methods, SP Gupta
4. Research Methodology by Lokesh Kaul.



## General paper-2 TH312 Basic of Tourism Management

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction	Concept of Tourism Management, Scope, Functions and Principles of Management. Evolution of Management Thought.	18
Unit-02	Planning	Process of Planning, Objectives, Policy & Procedures, Forecasting & Decision Making.	20
Unit-03	Organizing	Meaning, Importance, Patterns of Organization, Line & Staff relationship, Centralization & decentralization;	18
Unit-04	Staffing & direction	Nature & scope of Staffing, Manpower planning, Selection & Training, Performance Appraisal; Directing: Nature & scope of directing, Motivation & Leadership, Communication.	20
Unit-05	Controlling	Concept of Managerial Control, Control aids, Responsibilities of Managers.	14

### REFERENCES:

1. Management Principles & Practice by R. Srinivasan and S.A. Chunawalia, Himalya Publishing House, New Delhi
2. Principles & Practice of Management by L.M. Prasad, Sultan Chand & Sons, New Delhi.

## General paper-3 TH313 Travel Agency Management and Operations

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction to travel agency business	Meaning and history of Travel Agency. Case study of SITTA, Make My Trip and Oyo Rooms.	18
Unit-02	Travel business Formalities	Registration formalities to start a travel agency in the state. Registration of Travel Agency with Ministry of Tourism, Government of India. Affiliation of travel agency with IMF, ATOAI and IATO.	18
Unit-03	Functioning of Travel Agency	Functioning of Travel Agency, Various departments in a Travel Agency.	20
Unit-04	Online Marketing	Online and offline sales, internet marketing, search engine optimization	20
Unit - 05	Online Travel	Future of online travel business in Global context.	14

## REFERENCES

1. Travel Agency and Tour operation Concepts and Principles-Jagmohan Negi
2. Encyclopaedia of Tourism Management-P.C. Sinha.
3. Tourism and Travel Concepts and Principles-Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi.

### General Paper-4 TH314

## ENVIRONMENT SCIENCE (Common paper) Course: ENVS2AECC02

(Theory)

### UNIT I

(15Periods)

Introduction to environment studies & ecosystems. Multidisciplinary nature of environmental studies. Scope and importance; What is an ecosystem? The structure and function of ecosystem, Energy flow in an ecosystem, food chains, food webs and ecological succession, forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems;

### UNIT 2

(15Periods)

Level of biological diversity such as genetic species and ecosystem diversity; biogeography zones of India, biodiversity patterns and global biodiversity hotspots, India as a mega-biodiversity nation, endangered and endemic species of India, threats to biodiversity, habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions, conservation of biodiversity, in-situ and ex-situ conservation of biodiversity, concept of sustainability and sustainable development.

### UNIT 3

(20 Periods)

Natural resources & Its management and conservation: (Land resources and land use change: Land degradation, soil erosion and desertification; Deforestation: Causes and impacts due to deforestation, dam building on environment, forests, biodiversity and tribal populations; Water: Use and over-exploitation of surface and groundwater, floods, droughts, conflicts over water (international & inter-state); Energy resources: Renewable and nonrenewable energy sources, use of alternate energy sources and growing energy needs.

### UNIT 4

(20Periods)

Environmental pollution & management: Environmental pollution: types, causes, effects and controls, Air, water, soil and noise pollution, Solid waste management: Control measures of urban and industrial waste. Climate change, global warming, ozone layer depletion, acid rain and their impact on human communities and agriculture Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act, Water (Prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act; International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD); Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

## UNIT 5

(20Periods)

Environment & social issues: Human population growth: Impacts on environment, human health and welfare, Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; environmental communication and public awareness.

## REFERENCES:

5. Abbot, J. & Guijt, I. (1998) Changing views on change: participatory approaches to monitoring the environment. Pp. 1-96 in SARL Discussion Paper No. 2, July 1998. London: IIED (ISBN 1560-2192).
6. Abdalla, C.W. & Kelsey, T.W. (1996) Breaking the impasse: Helping communities cope with change at the rural-urban interface. *Journal of Soil and Water Conservation* 51: 462-466.
7. Ajzen, I. & Fishbein, M. (1980) *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ, USA:Prentice-Hall.
8. Allen, W.J. (1997) Towards improving the role of evaluation within natural resource management R&D programmes: The case for 'learning by doing'. *Canadian Journal of Development Studies XVIII, Special Issue*: 625-638. (Available from <<http://nrm.massey.ac.nz/changelinks/cjds.html>> Accessed 4 October 200

## SEMESTER 5

### General paper-1 TH511 Travel Geography

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction to Indian Geography	Introduction about Indian Himalaya, Desert region, Coastal region and major destination therein.	18
Unit-02	UNWTO Regions	Major Continents, UNWTO Regions, Oceans, Seas and Parallels of Latitude and Longitudes.	18
Unit-03	City Codes India	City codes of important tourism destinations of India.	18
Unit-04	City Codes world	City codes of important tourism destinations of the world.	18
Unit - 05	Map Work	Map work- location of important world destinations.	18

#### REFERENCES:

- 1.Crowther.G .India -A Travel Survival Kit .Lonely Planet Publication
- 2.Dixit, M. Tourism Geography and Trends, Royal Publication
3. Geetanjali. Tourism Geography. Centrum Press, New Delhi.
4. Hall, C.M and Page, S.J. The Geography of Tourism and Recreation.
5. Hussain.M. The Geography of India. Mc Graw-Hill Publishers
6. Singh.S.Tourism Geography. Random Publications, New Delhi.
- 7.William.S.Tourism Geography: A New Synthesis. Routledge Publishers

## General paper-2 TH512 Itinerary Preparations

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Meaning of Itinerary	Definition and meaning of Itinerary, Importance of Itinerary. Art and Technique used in planning a suitable Itinerary.	18
Unit-02	Itineraries of India	Popular Itineraries of India. Golden Triangle, Backwater and Spice trail of South India. Sikkim to Bhutan overland tour. Pilgrimage of Himachal Pradesh.	18
Unit-03	Adventure tourism and Institutions	Peak Booking formalities and IMF. Facilities provided by ABVIMAS, NIM, HMI. Designing a trekking itinerary in Himalaya.	20
Unit-04	Tour Designing	Designing a tour package, costing and online marketing.	16
Unit -05	Service Providers	Knowledge of facilities available in a tourist's destinations, service providers and cost.	18

### REFERENCES

1. Travel Agency and Tour operation Concepts and Principles-Jagmohan Negi
2. Encyclopedia of Tourism Management-P.C. Sinha.
3. Tourism and Travel Concepts and Principles-Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi.
5. Official website: <https://www.indmount.org/IMF/expeapp>
6. Official website: <https://www.adventurehimalaya.org/>
7. Official website: <http://www.nimindia.net/>
8. Official website: <https://hmidarjeeling.com/>

## General paper-3 TH513 Entrepreneurship in Tourism and Hospitality Industry

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction to Entrepreneurship	Entrepreneurship options in Tourism industry in India and Himachal Pradesh. Role of entrepreneurship in development of tourism.	18
Unit-02	Business plan and feasibility	Business strategy and understanding customer needs, Analysis of competition, writing a business plan and feasibility.	18
Unit-03	Forms of organization	Forms of organization (legal entity), legal considerations; Financial planning - budgeting, loans, role of govt. agencies.	18
Unit-04	Government Incentives	Fiscal and non-fiscal Incentives for setting up new ventures in tourism and Hospitality industry in India by state and central government.	20
Unit -05	Tourism enterprise	Setting up a Tourism enterprise (travel agency, hotel, resort, camp site and home-stay) - steps, procedures, licenses, registration, etc.	16

### REFERENCES:

1. Tourism and Entrepreneurship- Jovo Ateljevic, Stephen J. Page.
2. Entrepreneurship in the Hospitality, Tourism and Leisure Industries- Michael Rimmington, Clare Williams, Alison Morrison.

## General paper-4 TH514 Introduction to Tourism Marketing

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction to travel agency business	Meaning & Definition; Approaches to Marketing: Traditional and Modern approaches in tourism marketing.	18
Unit-02	Tourism product	Meaning, definition and Unique features differentiating Tourism Products from Manufactured Products, Types and Components of Tourism Product.	18
Unit-03	Tourism marketing mix	P's in tourism Marketing. MIS (Marketing Information System).	18
Unit-04	Tourism promotion mix	Personal Selling, Sales Promotion, Public Relations, Advertising, Word of Mouth, Publicity.	20
Unit -05	Marketing and Tourism	Importance of marketing in tourism and its implications.	16

### REFERENCES:

1. Tourism Marketing- Dasgupta Devashish.
2. Introduction to Travel and Tourism Marketing- J. Alf Bennett, Johan Wilhelm Strydom.
3. Principles of Marketing- Philip Kotler.
4. Marketing in Travel and Tourism- Victor T.C.Middleton