

## 1. PROGRAMME DESCRIPTION

### **BVoc in Retail Management**

Retail Sector has been at the helm of India's growth story. The Retail industry in India is vibrant and one of the fastest growing markets in the world especially in the sectors such as modern retail, traditional retail, e-commerce, direct selling, direct marketing etc. The BVoc. in Retail Management is a specialised undergraduate bachelor's degree programme which prepares the graduate to acquire such skills so that they become trained skilled manpower in the Retail sector.

#### **Programme Objective:**

- To Provide students with a comprehensive understanding of the theoretical and applied aspects of retail management.
- To inculcate all the desired skills to meet the needs of today's customer by procuring the desired merchandise from the retail stores for their personal use.
- To equip students with skills required to bring the customers into the store and respond to their buying needs.

#### **Learning outcomes of the Programme:**

After completing this course students will be able to:

- Explain theoretical framework of Retail Management
- Demonstrate the job role of Sales Associate
- Demonstrate the job role of Team leader in retailing sector
- Demonstrate the job role of Departmental Manager in an organised retail sector
- Demonstrate the job role of Store Manager in any retail organisation
- Effectively use Point Of Sale software
- Appraise and interpret various acts and laws related to retail sector

## **PROGRAMME STRUCTURE**

The BVoc programmes offered by SVS follows the levels, per-semester credits allocation and multiple entry and exit options as laid down by the UGC and National Skill Qualification Framework (NSQF).The following table shows the multiple entry and exit points with their duration, NSQF level and qualification granted:

The UGC Guideline for BVoc suggests the following credit distribution for each year of the programme:

<b>NSQF Level</b>	<b>Skill Component Credits</b>	<b>General Education Credits</b>	<b>Total Credits Awarded</b>	<b>Duration</b>	<b>Exit Points/ Awards</b>	<b>Job Roles</b>
4	18	12	30	One Semester	Certificate	Sales Associate
5	36	24	60	Two	Diploma	Team Leader

				Semesters		
6	72	48	120	Four Semesters	Advanced Diploma	Department Manager
7	108	72	180	Six Semesters	BVoc Degree	Retail Store Manager

Table 1: The exit and entry options

**Year 1: Semester 1: NSQF Level 4: Certificate**

**Job Role: Sales Associate**

Semester 1						
Code	Course	Credit	Code	Course	Credit	
<b>Skill Courses</b>			<b>General Education Component (GEC) Courses</b>			
SVS1RM101	Introduction to Retail	4	SVS1FC101	English Proficiency 101 (Equivalent to Basic Level)	3	
			SVS1FC102	English Proficiency 102 (Equivalent to Intermediate Level)		
SVS1RM102	Introduction to Retail Sales	4	SVS1FC111	Life Competencies of Sustainable Employability: Beginner Level 1	3	
SVS1RM103	Customer Service and Customer Relationship Management	2	SVS1FC121	Social Connections and Engaged Citizenship (SCEC): My Place in the World: Identity, Society and Power	3	
SVS1RM104	Industrial Internship (minimum 30 days mandatory)	8	SVS1FC131	Basics of Computer Applications and ICT Skills	2	
			SVS1FC132	Financial Literacy	1	
<b>Total Skill Courses</b>		<b>18</b>	<b>Total GEC Courses</b>		<b>12</b>	
					<b>Total Credits in Semester 1</b>	<b>30</b>

**Year 1: Semester 2: NSQF Level 5: Diploma**

**Job Role: Team Leader**

Semester 2					
Code	Course	Credit	Code	Course	Credit
<b>Skill Courses</b>			<b>General Education Component (GEC) Courses</b>		
SVS1RM201	Retail Store Operations	4	SVS1FC102	English Proficiency 102 (Equivalent to Intermediate Level)	3
			SVS1FC201	English Proficiency 103 (Equivalent to Advanced Level)	
SVS1RM202	Advance Retail Sales Skills	4	SVS1FC211	Life Competencies of Sustainable Employability: Beginner Level 2	3
SVS1RM203	Organisation and Team Dynamics	2	SVS1FC221	Social Connections and Engaged Citizenship (SCEC): Democracy, Rights & Social Justice: Negotiating Power and Exclusion in the Contemporary World	3
SVS1RM204	Industrial Internship	8	SVS1FC231	Legal Literacy and Rights	1

	(minimum 30 days mandatory)			Awareness		
			SVS1FC232	Numerical Application and Principles of Economics for Business	2	
<b>Total Skill Courses</b>		<b>18</b>	<b>Total GEC Courses</b>		<b>12</b>	
					<b>Total Credits in Semester 2</b>	<b>30</b>
					<b>Total Credits in Year 1</b>	<b>60</b>

**Year 2: Semesters 3 and 4: NSQF Level 6: Advanced Diploma**

**Job Role: Department Manager**

<b>Semester 3</b>						
<b>Code</b>	<b>Course</b>	<b>Credit</b>	<b>Code</b>	<b>Course</b>	<b>Credit</b>	
<b>Skill Courses</b>			<b>General Education Component (GEC) Courses</b>			
SVS1RM301	Advance Retail Store Operations	4	SVS1FC301	Business Communication 1	3	
SVS1RM302	Visual Merchandising	4	SVS1FC311	Life Competencies of Sustainable Employability: Practitioner Level 1	3	
SVS1RM303	Introduction to Store Management	2	SVS1FC321	Environment and Sustainability	2	
SVS1RM304	Industrial Internship (minimum 30 days mandatory)	8	SVS1FC322	Engaging with Disability	1	
			SVS1FC331	Engaging with Data	4	
<b>Total Skill Courses</b>		<b>18</b>	<b>Total GEC Courses</b>		<b>13</b>	
					<b>Total Credits in Semester 3</b>	<b>31</b>

<b>Semester 4</b>						
<b>Code</b>	<b>Course</b>	<b>Credit</b>	<b>Code</b>	<b>Course</b>	<b>Credit</b>	
<b>Skill Courses</b>			<b>General Education Component (GEC) Courses</b>			
SVS1RM401	Advance Store Management	4	SVS1FC402	Modern Indian Language: Applied Hindi for Business	3	
SVS1RM402	Managing Organisation Dynamics	4	SVS1FC411	Life Competencies of Sustainable Employability: Practitioner Level 2	3	
SVS1RM403	Customer Experience Management	2	SVS1FC421	Cultural and Entrepreneurial Landscape of Delhi	3	
SVS1RM404	Industrial Internship (minimum 30 days mandatory)	8	SVS1FC431	Economic Applications for Business	2	
<b>Total Skill Courses</b>		<b>18</b>	<b>Total GEC Courses</b>		<b>11</b>	
					<b>Total Credits in Semester 4</b>	<b>29</b>
					<b>Total Credits in Year 2</b>	<b>60</b>

**Year 3: Semesters 5 and 6: NSQF Level 7: BVoc Degree**

**Job Role: Retail Store Manager**

<b>Semester 5</b>					
<b>Code</b>	<b>Course</b>	<b>Credit</b>	<b>Code</b>	<b>Course</b>	<b>Credit</b>
<b>Skill Courses</b>			<b>General Education Component (GEC) Courses</b>		

SVS1RM501	Buying and Merchandise Management	4	SVS1FC502	Understanding Language Diversity of India	3	
SVS1RM502	IT Application in Retail	4	SVS1FC511	Life Competencies of Sustainable Employability: Expert Level 1	3	
SVS1RM503	Process, Compliance, Loss Prevention and Shrinkages	2	SVS1FC521	Exploring India and its diversity	3	
SVS1RM504	Industrial Internship (minimum 30 days mandatory)	8	SVS1FC531	Business Ethics	2	
			SVS1FC532	Entrepreneurship	1	
<b>Total Skill Courses</b>		<b>18</b>	<b>Total GEC Courses</b>		<b>12</b>	
					<b>Total Credits in Semester 5</b>	<b>30</b>
<b>Semester 6</b>						
<b>Code</b>	<b>Course</b>	<b>Credit</b>	<b>Code</b>	<b>Course</b>	<b>Credit</b>	
<b>Skill Courses</b>			<b>General Education Component (GEC) Courses</b>			
SVS1RM601	Project Study	4	SVS1FC601	Business Communication 2	3	
SVS1RM602	People and Process Management	4	SVS1FC611	Life Competencies of Sustainable Employability: Expert Level 2	3	
SVS1RM603	Industrial Internship (minimum 30 days mandatory)	8	SVS1FC631	<b>Workshop on:</b>	1	
			SVS1FC632	a. Understanding Corporate Organisation and HR	1	
			SVS1FC633	b. Corporate Social Responsibility	1	
				c. Design Thinking	1	
SVS1RM604	Presentation and Via-Voce	2	SVS1FC634	<b>Workshop on:</b>	2	
				a. Advanced Computer Application: EXCEL etc		
			SVS1FC635	b. Using Social Media for Job Networking – Coping with Unemployment	1	
				- Mock Interviews and Group Discussions		
				- Negotiating and Persuading, Learning to Delegate		
				- Personal Grooming and Behaviour		
<b>Total Skill Courses</b>		<b>18</b>	<b>Total GEC Courses</b>		<b>12</b>	
					<b>Total Credits in Semester 6</b>	<b>30</b>
					<b>Total Credits in Year 3</b>	<b>60</b>

## **ACTIVITIES AND EVENTS:**

**BVoc-Retail Management Students put up a stall for AUD printed diaries, pens and T-shirts during Alumni Meet at Kashemere Gate**



**Students Participated in Retail India Summit and Expo-2018**





**Special Lecture cum Internship campus placement drive by Decathlon**



**Moti Nagar Police Station Visit as a part of their Legal Literacy Course**



**Internship@Shopperstop Janakpuri**

