Savitribai Phule Pune University, Pune
Ganeshkhind, Pune-411007 (MS) India

Skill Development Centre (SDC)

Bachelor of Vocation
(B. Voc.)

Course Structure

For

Retail Management (Semester- III and IV)

(Framed as per National Educational Policy 2020)

(Effective from June 2025 and onwards)

SAVITRIBAI PHULE PUNE UNIVERSITY

PROPOSED STRUCTURE AND SYLLABUS FOR

BACHELOR IN VOCATION (**RETAIL MANAGEMENT**)

AS PER NEW EDUCATION POLICY 2020

The B.Voc (Retail Management) (Semester pattern with credit system) degree programme of Skill Development Centre, Savitribai Phule Pune University

Eligibility and Admission

Admission to B.Voc (Retail Management Programme) is open to following students:

I: Students already acquired NSQF certification Level 4 in a particular industry sector and opted admission in the skill based courses under NSQF in the institutions recognized under Community Colleges / B.Voc Degree programme / Deen Dayal Upadhyay KAUSHAL Kendra's in same trade with job role for which he / she was previously certified at school level.

II: Students who have acquired NSQF Certification Level 4 but may like to change their trade and may enter into skill based courses in a different trade.

III: students who have passed 10+2 examination (Regular or Vocational) from a recognized board.

The admission will be based on performance in the entrance test, consisting of objective type of questions to be conducted by the university department.

Courses for B.Voc (Retail Management) are in-lines with National Skills Qualification Framework and National Education Policy 2020 as shown below and are equivalent to educational accomplishments.

Level	Semester	Total Credits
4.5	I	22
	II	22
Exit Option with Award of UG Certificate		
5	III	22
	IV	22
Exit Option with Award of UG Diploma		
5.5	V	22
	VI	22
Exit Option with Award of UG Degree		
6	VII	22
	VIII	22
Exit Option with Award of UG Degree Honors		

Scheme of Examination:

The assessment will be based on 50:50 ratio of continuous internal assessment (CIA) and semester end examination (SEE). Separate and independent passing in CIA and SEE will be mandatory. In case of failure in CIA of a particular course, students will have to appear for the same CIA, at his/her own responsibility in the next academic year, when the same course is offered during regular academic session. However, in case of failure in SEE in particular course(s), exam will be conducted in immediate subsequent semester.

In case a student fails in certain course(s) in a particular semester and the same course(s) are modified/ revised/ removed from the curriculum in due course, the student will have to appear as per the newly framed curriculum and/or pattern in subsequent semester, at his/her own responsibility.

Continuous Internal Assessment (CIA):

There will be 50 marks for Continuous Internal Assessment. Distribution of 50 marks will be as follows -10 marks for assignments, 10 marks for seminar presentation / tutorials and 30 marks for internal unit tests. Internal unit tests based on subjective short questions will be conducted on every chapter during the semester as a part of continuous assessment. At the end of the semester average of all unit tests will be converted into 30 marks. The setting of the question papers and the assessment will be done by the concerned teacher.

Semester End Examination (SEE):
- The semester end theory examination for each theory course will be of 50 marks. The total marks shall be 100 for 4 credit theory course (50 marks semester end exam + 50 marks CIA).
- Semester end examination (SEE) time table will be declared by the departmental committee (as per the university annual calendar). The paper setting and assessment of theory courses, laboratory courses and research project will done by external (50 %) and internal (50%) examiners. However, in case of non-availability of external examiner for either paper setting or assessment or both, department committee will be empowered to take appropriate decision.
- Pattern of semester end question paper will be as below:
- The semester end examination of theory course will have two parts (10+40 = 50 Marks)
- Part A will be consisting of 10 questions having 1 marks each (multiple choice questions / fill in the blanks/ answer in sentence) as compulsory questions and it should cover entire course curriculum (10 Marks)
- Part B will carry 8 questions (02 sub-questions in each question and students will have to attempt any one). Therefore, students will have to attempt 04 questions out of 08 (40 Marks).
- 20 to 30% weightage can be given to problems/ numerical wherein use of non-

programmable scientific calculator may be allowed.

- ▪ Number of sub questions (with allotment of marks) in a question may be decided by the examiner.

- ● Assessment of laboratory courses and project will also have 50 % internal and 50 % semester end assessment. Semester end practical examination will be of 75 marks and 75 marks will be for internal examination. Student must perform at least ten / twenty experiments from each laboratory course. The semester end practical examination will be conducted at the end of each semester along with the theory examination.

- ● At the end of each semester, the Departmental Committee will assign grades to the students. The result sheet will be prepared in duplicate.

- ● The Director of the Centre shall send all results to the Controller of Examination for further processing.

Earning Credits:

At the end of every semester, a letter grade will be awarded in each course for which a student had registered. A student's performance will be measured by the number of credits that he/she earned by the weighted Grade Point Average (GPA). The SGPA (Semester Grade Point Average) will be awarded after completion of respective semester and the CGPA (Cumulative Grade Point Average) will be awarded at the respective exit point.

Standards of Passing

No. of Credits	Int Marks Total	Ext Marks Total	Total Marks	Int Passing Marks (30%)	Ext Passing Marks (30%)	Total Passing Marks (40%)
1	10	15	25	03	05	10
2	25	25	50	08	08	20
3	35	40	75	11	12	30
4	50	50	100	15	15	40
5	50	75	125	15	23	50
6	75	75	150	23	23	60

Grading System:

● The grading reflects a student-own proficiency in the course. A ten point rating scale shall be used for the evaluation of the performance of the students to provide letter grade for each course and overall grade for the Programme. Grade points are based on the total number of marks obtained by him / her in all heads of the examination of the course. The grade points and their equivalent range of marks are shown in Table-I

Table – I: Ten point grade and grade description

Letter Grade	Points	Percentage earned
O (Outstanding)	10	100
A+ (Excellent)	9	90 - 99.9
A (Very Good)	8	80 - 89.9
B+ (Good)	7	70 - 79.9
B (Above Average)	6	60 - 69.9
C (Average)	5	50 - 59.9
P (Pass)	4	40 - 49.9
F (Fail)	0	< = 39.9
Ab (Absent)	0	0

- Non-appearance in any examination / assessment shall be treated as the students have secured zero marks in that subject examination / assessment.

- Minimum P grade (4.00 grade points) shall be the limit to clear / pass the course / subject. A student with F grade will be considered as "failed" in the concerned course and he / she has to clear the course by appearing in the next successive semester examinations. There will be no revaluation or recounting under this system.

- Every student shall be awarded grade points out of maximum 10 points in each subject (based on 10 point scale). Based on the grade points obtained in each subject, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and CGPA will be given at respective exit point.

Computation of SGPA (Semester Grade Point Average) and GPA (Grade Point Average):

Grade in each subject / course will be calculated based on the summation of marks obtained in all five modules.

The computation of SGPA and CGPA will be as below

- Semester Grade Point Average (SGPA) is the weighted average points obtained by the students in a semester and will be computed as follows

$$\textbf{Credit Point (CP) = Credit (C)} \times \textbf{Grade Point (G)}$$

$$\textbf{SGPA } (S_i) = \sum (C_i \times G_i) / \sum C_i$$

SGPA =	Semester Grade Point Average
C_i =	Number of credits of the ith course component
G_i =	Grade Point scored by the student in the ith course

component The SGPA will be mentioned on the grade card at the end of every semester.

- The Grade Point Average (GPA) will be used to describe the overall performance of a student in all semester of the course and will be computed as under.

- **Grade Point Average** = Total of Grade Point Earned × Credit hours for Each Course Total Credit Hours

$$\textbf{C}$$
$$\textbf{GPA} = \sum (C_i \times S_i) / \sum C_i$$

CGPA =	Cumulative Grade Point Average
S_i =	SGPA of the ith semester
C_i =	Number of credits in that semester

The SGPA and GPA shall be rounded off to the second place of decimal.

Grade Card:

Results will be declared by the Centre and the grade card (containing the grades obtained by the student along with SGPA) will be issued by the university after completion of every semester. The grade card will be consisting of following details.

- Title of the courses along with code opted by the student.

- Credits associated with the course.

- Grades and grade points secured by the student.

- Total credits earned by the student in a particular semester.

- Total credits earned by the students till that semester.

- SGPA of the student.

- CGPA of the student (at respective exit point).

Cumulative Grade Card:

The grade card showing details grades secured by the student in each subject in all semesters along with overall CGPA will be issued by the University at respective exit point.

Attendance:

Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately.

Departmental Committee:

The Departmental Committee (DC) of the Centre will monitor the smooth functioning of the programme.

Results Grievances / Redressal Committee:

Grievances / redressal committee will be constituted in the department to resolve all grievances relating to the evaluation. The committee shall consist of Head of the department, the concerned teacher of a particular course and senior faculty member of Department of University. The decision of Grievances / redressal committee will have to be approved by Department committee.

Semester-I

Subject Code	Course Name	Course Type	Type of Course	Credits	Internal Marks	External Marks	Total
RM-101-MJ	Retail Management	Department Specific Core-	Theory	2	25	25	50
RM-102-MJ	Principles of Management	Department Specific Core-	Theory	2	25	25	50
RM-103-MJ	Basic Automobile Technologies	Department Specific Core-	Theory	2	25	25	50
RM-104-MJP	Retail Store Functioning	Department Specific Core-	Practical	2	25	25	50
RM-105-MJP	Basic Automobile Technologies-Lab	Department Specific Core	Practical	2	25	25	50
RM-106-MJP	Retail Stores Operations	Department Specific Core-	Practical	2	25	25	50
SEC-101-RM	Grooming and Behavioral Skills	Skills Enhancement Course **(Basket)**	Theory- 2	2	25	25	50
VEC-101-ENV	Environmental Awareness	Value Education Course	Theory- 2	2	25	25	50
AEC-101-ENG	Communicative English Language-I	Ability Enhancement Course (AEC)	Theory	2	25	25	50
OE-101-RM	Financial Literacy	General /Open Elective (Other Faculty)	Theory	2	25	25	50
RM-101-IKS	Indian Military History	Indian Knowledge System **(Basket)**	Theory	2	25	25	50
Total				22 Credits	275	275	550

Semester-II

Subject Code	Course Name	Course Type	Type of Course	Credits	Internal Marks	External Marks	Total
RM-151-MJ	Retail Marketing	Department Specific Core-	Theory 1	2	25	25	50
RM-152-MJ	Basics of Economics	Department Specific Core-	Theory 2	2	25	25	50
RM-153-MJ	Marketing Management	Department Specific Core-	Theory 3	2	25	25	50
RM-154-MJP	Basics of Accounting	Department Specific Core-	Practical 1	2	25	25	50
RM-155-MJP	Retail Sales Specialist cum Cashier	Department Specific Core	Practical 2	2	25	25	50
RM-156-MJP	Mystery Shopping	Department Specific Core	Practical 3	2	25	25	50
SEC-151-RM	Basics Computers Skills	Skills Enhancement Course (**Basket**)	Practical	2	25	25	50
VEC-151-ENV	Environmental Studies (Project)	Value Education Course	Practical	2	25	25	50
AEC-151-ENG	Communicative English Language-II	Ability Enhancement Course (AEC)	Theory	2	25	25	50
CC-151-PE	Yoga Education	Co-Curricular	Theory	2	25	25	50
OE-151-RM	Bamboo Handicraft	General /Open Elective (Other Faculty)	Theory	2	25	25	50
Total				22 Credits	275	275	550

Semester-III

Subject Code	Course Name	Course Type	Theory/Practical	Credits	Internal Marks	External Marks	Total
RM-201-MJ	Rural Retailing	Department Specific Core-	Theory-1	2	25	25	50
RM-202-MJ	Customer Relationship Management	Department Specific Core-	Theory-2	2	25	25	50
RM-203-MJP	Consumer Interaction	Department Specific Core-	Practical-1	2	25	25	50
RM-204-MJP	Customer Relationship Management	Vocational Skills	Practical-2	2	25	25	50
RM-231-OJT	On Job Training	On Job Training	Practical-3	2	25	25	50
RM-241-MN	Retail Insurance and Finance	Minor	Theory-3	2	25	25	50
RM-242-MN	Retail Insurance and Finance	Minor	Practical-4	2	25	25	50
OE-201-RM	Introduction to Constitution	General /Open Elective (Other Faculty)	Theory-4	2	25	25	50
RM-151-IKS	Indian Knowledge System	Indian Knowledge System	Theory- 5	2	25	25	50
AEC-201-RM	Marathi	Ability Enhancement Course (AEC)	Theory-6	2	25	25	50
CC-201-PE	Physical Education	Co-Curricular	Theory-7	2	25	25	50
Total				22 Credits	275	275	550

Semester-IV

Subject Code	Course Name	Course Type	Theory/Practical	Credits	Internal Marks	External Marks	Total
RM-251-MJ	Human Values and Professional Ethics	Department Specific Core-	Theory 1	2	25	25	50
RM-252-MJ	Retail Branding	Department Specific Core-	Theory 2	2	25	25	50
RM-253-MJP	Retail Branding	Department Specific Core-	Practical 1	2	25	25	50
RM-271-VSC	Rural Marketing	Vocational Skills Course	Practical 2	2	25	25	50
RM-281-OJT	On Job Training	On Job Training	Practical-3	2	25	25	50
RM-291-MN	E-Retailing	Minor	Theory-3	2	25	25	50
RM-292-MNP	E-Retailing	Minor	Practical-4	2	25	25	50
OE-251-RM	Introduction to Human Rights and Duties	General /Open Elective (Other Faculty)	Practical-5	2	25	25	50
SEC-251-RM	Fundamentals of Digital Marketing	Skills Enhancement Course (**Basket**)	Practical-6	2	25	25	50
AEC-251-RM	Marathi	Ability Enhancement Course (AEC)	Theory-4	2	25	25	50
CC-251-PE	Physical Education	Co-Curricular	Theory-5	2	25	25	50
Total				22 Credits	275	275	550

RM-201-MJ RURAL RETAILING

Course Category: Department Specific core   **Course Credit: 02**

Max. Marks: 50

Objectives

The aim of the course is to build the insight for the retail business and can relate it to emerging trends and opportunities.

Learning Outcomes

LO1: Analyze and Visualize the rural marketing in India.

LO2: Elaborate the concept of rural retailing in India.

LO3: Enumerate and define about functioning of major retailer in rural retailing.

LO4: Derive knowledge about 4 P's of rural retailing market.

LO5: Elaborate the future prospects of rural retailing in India.

Unit	Topic
I LO1	Introduction of Rural Marketing: Definition, Concept and Scope of rural marketing, Importance of rural marketing, Challenges and opportunities available in Indian rural marketing, Rural market v/s urban market, Rural marketing environment-economic, social, technological, political environment and innovations, Development initiatives of rural market
II LO 2	Introduction of Rural Retailing: Meaning, concept and scenario ofIndian rural retailing, Characteristics of rural retailing, Role of rural retailing in India, Challenges and prospects of rural retail industry in India

Unit	Topics
III LO3	Retailers in Rural India: Concept, objectives and functions of major rural retailers in India: Rural Mall ITC -E-choupalSagar, DCM Shriram Hariyali Kisaan Bazaar, Tata Chemicals limited- Tata KisanSansar, TE&IL- Triveni Khushali Bazaar, Future Group Goderej-Aadhar, HUL-Project Shakti, IOCl-Kisan Seva Kendra, Dabur- Swavalamban, Reliance- Rural Business Hub, HPCL-Apna Pump, Mahindra and Mahindra- ShubhLabh
IV LO 4, LO5	Strategies & Future of Rural Retail Marketing: 4 P's of Rural Retailing: Product strategy of rural retail, Price Strategy of Rural Retail, Place Strategy of Rural Retail, Promotion Strategy of Rural Retail , Growth of rural retail market, Government Initiatives, ICT and rural retailing

Recommended Books

1. Suja Nair, 'Retail Management' Himalaya Publishing House Mumbai, Latest Edition
2. M A Shewan, 'Retail Management' Sonali Publications New Delhi, Latest Edition
3. C. S. G. Krishnamacharyulu, LalithaRamakrishnan, Rural Marketing: Text and Cases,Pearson Education, New Delhi, Latest Edition
4. PradeepKashyap, Rural Marketing, Pearson Education, New Delhi, Latest Edition

RM-202-MJ CUSTOMER RELATIONSHIP MANAGEMENT

Course Category: Department Specific core   Course Credit: 02

Max. Marks: 50

Objective

This course examines customer relationship management (CRM) and its application in marketing, sales, and service.

Learning Outcomes

LO1: Recognize the basics of Customer Relationship
Management LO2: Perceive Relationship Marketing and CRM
LO3: Anticipate and Visualize Sales Force Automation and enterprise marketing automation
LO4: Recognize analytical aspect of CRM and Database Management
LO5: Analyze and present implementation and evaluation of CRMProject

Unit	Topics

I **LO1**	**Customer Relationship Management:** Definition, Scope and significance of CRM, Origin and Evolution of CRM, Types of CRM, Types of customers, Attracting and Retaining Customers, Building loyalty, Customer Lifecycleand management of customer value, Types of Relationship Marketing.
II **LO2**	**Understanding Relationship:** Types of relationship, CRM and Relationship Marketing, Principles of managing relationship, CRM Strategy, Importance of Customer Divisibility in CRM, Customer Mental Process , Customer retention, Customer Satisfaction Index
III **LO3**	**IT and CRM:** CRM strategy & Technology, Steps for preparing the IT system for CRM, Using IT system for better CRM, CRM tool selection – functionality, performance & Security. Tools for CRM – Migration management, connectivity, Back-end integration, mobile technology etc.
IV **LO 4**	**Analytical Aspect of CRM:** Data v/s information, Developing of customer database, Tools for capturing customer Information, Data Integration, Data warehousing and data mining, Role of business intelligence, Management and sharing of database- ethical and legalities of data use, Different types of data analysis (click stream analysis, collaborative filtering and online analytical processing)
V **LO5**	**Implementation of CRM:** Develop CRM Strategy, Preparing CRM Project foundations, justification and process, Project Implementation, Evaluate Performance (Performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management), CRM and customer service in Automobile sector.

Recommended Books

1. Kumar V. & Werner J. Customer relationship management, Willey India, Latest Edition
2. Mukherjee Kaushik, Customer relationship management, Prentice Hall of IndiaPrivate Limted, New Delhi, Latest Edition

RM-203-MJP CONSUMER INTERACTION

Course Category: Department Specific   Course Credit: 02

                                                       Max. Marks: 50

Objective

The objective of this course is to equip students with the skills and techniques required to effectively interact with consumers, understand their needs, and provide exceptional service to enhance customer satisfaction and loyalty in the retail sector.

Learning Outcomes

1. Understand consumer behavior and its impact on retail operations.
2. Communicate effectively with customers to address their needs and concerns.
3. Develop strategies for building strong customer relationships and loyalty.
4. Handle customer queries, complaints, and feedback professionally.
5. Apply techniques for upselling, cross-selling, and closing sales efficiently.

List of Practicals :

1. Conduct role-play exercises where students interact with customers to identify their needs and preferences, where the focus will be on developing active listening and questioning skills in which students learn how to assess consumer requirements effectively.
2. Handling the customer complaints effectively.
3. demonstration of the products effectively and in the right way to drive sales.
4. initiating and closing sales
5. collecting customer feedback using various techniques
6. managing , organising and analysing customer data efficiently

RM-204-MJP CUSTOMER RELATIONSHIP MANAGEMENT

Course Category: Vocational skills   Course Credit: 02

Max. Marks: 50

Objective: The Objective of this paper is to inculcate practical experience of interaction with consumers visting stores where the student is undertaking on job training/internship.

 The Student have to prepare a report of interaction with atleast 5 customers.

List of Probable Questions with Customer Interactions

1. Customer Name

2. Age Profile and Gender Profile

3. Income Profile

4. Regional Profile: Rural/Semi Rural/Urban/Metro City

5. Mode of Payment: Cash/Cheque/Finance or Mix of Both

6. Consumer Motivation for Purchase of Product

7. Customer Discussion Transcript

RM-231-OJT ON JOB TRAINING

Course Category: OJT

Course Credit: 02

Max. Marks: 50

The Students would undergo 5 days per week training at identified sales outlet in Pune. Students would maintain a journal of daily learnings and get it counter signed by mentor at concerned work place.

RM-241-MN RETAIL INSURANCE AND FINANCE

Course Category: Minor

Course Credit: 02

Max. Marks: 50

Objective

The main objective of this paper is to help students develop basic understanding of the concepts and theories of Retail Insurance and Retail finance where the students will be exposed to Indian retail consume rmarkets and different dimensions of Insurance and Finance

Learning Outcomes

Upon successful completion of this course, students will be able to:

LO 1 : Understand the fundamentals of retail insurance and retail finance concepts.

LO 2 : Analyze the role of insurance and financial services in retail businesses.

LO 3 : Develop knowledge of insurance products, financial planning, and risk management.

LO 4 : Apply financial tools for budgeting, credit management, and investment in retail operations.

LO 5 : Evaluate the impact of financial policies and insurance on retail operations and customer satisfaction.

Unit	Topics
1 LO 1 , 2	Introduction to Retail Insurance: Definition and Importance of Insurance in Retail , Types of Insurance (Life, Health, Property, Liability) Relevant to Retail Businesses , benefits of insurance to the retailers , Overview of the Indian Insurance Market.
2 LO 3	Principles of Insurance : Utmost Good Faith, Insurable Interest, Indemnity, Contribution, Subrogation, Risk Management in Retail Operations, Role of IRDAI (Insurance Regulatory Development Authority of India)
3 LO 3	Various Insurance Products for Retailers :Fire Insurance for Stores ,Theft and Burglary Insurance, Employee Liability Insurance Claims Management in Retail Insurance : Steps in Filing Claims, Documentation Required for Claims Processing, Challenges in Claim Settlement.
4 LO 1 , 2	Introduction to Financial Management in Retail Businesses : Overview of financial decision-making in retail , Importance of financial planning in retail operations.

	Cash Flow Management : Importance of maintaining cash flow in retail operations, Tools and strategies for cash flow analysis.
	Credit Management in Retail: Types of credit facilities available to retailers (e.g., overdrafts, loans). Credit risk assessment and mitigation strategies
5 LOC4 , 5	Investment Planning for Retail Businesses : Short-term vs Long-term investments in retail operations.
	Financial Policies Impacting the Retail Sector : GST and its implications on retail businesses, Taxation policies for small and large retailers.

RM-241-MN RETAIL INSURANCE AND FINANCE

Course Category: Minor   Course Credit: 02

Max. Marks: 50

RM-201-RM INTRODUCTION TO INDIAN CONSTITUTION

Course Objectives: This course introduces students to the Constitution of India. The Constitution, being supreme law of the land, must be known to every citizen of India. It begins with the Preamble, which indicates the source and objects of it. We, the people of India, are the source of the Constitution and have resolved to constitute India into a sovereign, socialist, secular, democratic and republic. The Course has been designed for everyone to make acquaint themselves with their fundamental rights and of others. No right is absolute one; it is subject to others right, as well. Directive Principles of State Policy are nothing but rights, though not enforceable by any court. These Directive Principles are basically 'Fundamental Principles' in the governance of the country. Powers and freedoms come with responsibility, State's responsibility to implement Directive Principles and citizens must perform their duties towards others, society and nation.

Expected Course Outcomes:
To introduce the philosophy of Constitution of India to students.
To acquaint them with their freedoms and responsibilities.

UNIT 1: PHILOSOPHY OF THE INDIAN CONSTITUTION (5 Hours)

a) Constitutional History of India
b) Role of Dr. B.R. Ambedkar in Constituent Assembly
c) Preamble – Source and Objects
d) Sovereign and Republic
e) Socialist and Secular
f) Democratic – Social and Economic Democracy
g) Justice – Social, Economic and Political
h) Liberty – Thought, Expression, Belief, Faith and Worship
i) Equality – Status and Opportunity
j) Fraternity, Human Dignity, Unity and Integrity of the Nation

UNIT 2 : FUNDAMENTAL RIGHTS

a)   **Right to Equality**

b)   **Right to Freedom**

c)   **Right against Exploitation**

d)   **Right to freedom of Religion**

e)   **Cultural and Educational Rights**

f)   **Right to Property**

g)   **Right to Constitutional Remedies**

UNIT 3 **DIRECTIVE PRINCIPLES OF STATE POLICY**

a)   Equal Justice and Free Legal Aid

b)   Right to work and Provisions for Just and humane conditions of work

c)   Right to Education

d)   Uniform Civil Code

e)   Standard of Living, Nutrition and Public Health

f)   Protection and Improvement of Environment

g)   Separation of Judiciary from Executive

h)   Promotion of International Peace and Security

UNIT 4 FUNDAMENTAL DUTIES

a)   Abide by Constitution

b)   Cherish and Follow the Noble Ideals

c)   To defend the country and render national service

d)   To value and preserve the rich heritage of our composite culture

e)   To develop Scientifc Temper , Humanism , spirit of inquiry & reform

f)   To safeguard Public Property and abjure violence

g)   To strive towards excellence

References

1. D D Basu, Introduction to Constitution, Lexis Nexis

2. Granville Austin, The Constitution of India: Cornerstone of Nation, Oxford University Press

AEC-201-RM MARATHI

Course Category: Ability Enhancement Course   Course Credit: 02

Max. Marks: 50

CC-201-PE PHYSICAL EDUCATION

Course Category: Co-Curricular   Course Credit: 02

                                                  Max. Marks: 50

SEMESTER IV

RM-251-MJ HUMAN VALUES AND PROFESSIONAL ETHICS

Course Category: Department Specific Course   Course Credit: 02

                                                  Max. Marks: 50

Objectives

It is practice to introduce this topic with western perspective. The normal practice is to define as Human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathyand love towards other human beings.

Learning Outcomes

LO1: Understanding of Human values for self (NiYama), and for interaction with
outerworld (Yama).
LO2: Ability to exhibit Professional Ethics in performing a professional task
withexcellence – □□□: □□□□□□□□□□□.
LO3: Understanding of Professional Ethics that demands to see the unseen with emphasison Sustainable development / eco-friendly implementation of the task.
LO4: Ability to work in team with human values and professional ethics.

Unit	Topics

I LO1	**Human Value-1**: Morals, Values (Niyam): -Understanding values, Types of values, Role of tracking values for individual & social wellbeing. And Ethics (Yama): Integrity: - Understanding integrity androle of integrity in social harmony –Trustworthiness Work Ethics – Service-Learning – Civic Virtue – Respect for others – Living Peacefully –Caring – Sharing. Honesty: -Understanding honesty and its role in personal and social – Courage – Value Time. Cooperation: -Understanding cooperation and significance of cooperation its family, work team and social cohesiveness, wellbeing and development – Commitment. Tutorial Module: Rational Behaviour versus Ethical Behaviour: Empathy: Basic Concept on Empathy– Self- confidence – Spirituality-Character. Truthfulness: - Understanding truthfulness, need for truthfulness and role of truthfulness in relationship, social interaction, integrity, faiths & dependence –Customs and Traditions -Value Education – Human Dignity – Human Rights – Fundamental Duties – Aspirations and Harmony (I, We & Nature) – Gender Bias – Emotional Intelligence– Emotional Competencies

III **LO2** **LO3**	**Professional Ethics aiming at excellence and Harmony**: Value BasedLife and Profession, Professional Ethics and Right Understanding, Competence in Professional Ethics, Issues in Professional Ethics – The Current scenario. Positive and constructive dynamism of power, politics and leadership. Tutorial Module: Ethical decision making: CaseStudies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiographyof Mahatma Gandhi or any other literature)
IV LO **4**	**Professional Ethics: Global Prospective.** Globalization and MNCs – Cross Culture Issues – Business Ethics – Media Ethics – EnvironmentalEthics – Endangering Lives – Bio Ethics – Computer Ethics – War Ethics Tutorial Module: Ethics and Social Networks: Case Studies (from Yoga- Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)

V LO4	**Duties and Rights in Profession** Concept of Duty – Professional Duties – Collegiality – Techniques for Achieving Collegiality – Senses of Loyalty – Consensus and Controversy – Professional and Individual Rights – Confidential and Proprietary Information – Conflict of Interest-Ethical egoism – Collective Bargaining – Confidentiality – Gifts and Bribes, Plagiarism Tutorial Module: Ethics in Corporate: Case Studies (from Yoga- Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)

References:

1. New Approaches in Ethics for the Caring Professions: Taking Account of Change for Caring Professions 2005 Edition, by Richard Hugman Publisher: Red Globe Press; 2005 edition (9 July 2018)
2. Rethinking Values and Ethics in Social Work 1st ed. 2017 Edition,Kindle Edition by Richard Hugman (Author), Jan Carter (Author) Publisher: Red Globe Press; 1st ed. 2017 edition (16 September 2017)
3. Professional Ethics and Human Values Paperback – 2015 by A. Alavudeen (Author), R.KalilRahman (Author), M. Jayakumaran (Author) Publisher: Laxmi Publications; First edition (2015)
4. A Foundation Course in Human Values and Professional Ethics Paperback – 30 Apr 2010 by R.R. Gaur (Author), R. Sangal (Author), G.P. Bagaria (Author) Publisher: ExcelBooks (30 April 2010)
5. Living Issues in Philosophy (9th Edition) (1995) By: Titus, Smith and Nolan Publisher: Oxford University Press, New York

6. Foundation of Ethics and Management

By: B P Banerjee Publisher: Excel Books, 2005

Assessment Methodology

· Self Assessment

· Peer Learning

· Assessment
· Rubries for Behavioral Skills
· Pedagogy:

· Case study based & Group Discussion.

Recommended reading:

1. Case Study: https://whitneyhess.com/blog/2012/08/21/on-empathy-and-apathy- two-casestudies/Book: De Gruyter - Speaking of Emotions: Conceptualisation and Expression (edited by AngelikiAthanasiadou, ElzbietaTabakowska)
2. Book: To Kill a Mockingbird - Lee Harper
3. Book: Take A Walk In Someone Else's Shoes by Bethany Morlan
4. A paper on 'University Students' Value Priorities and Emotional Empathy': file:///C:/Users/Dell/Desktop/University_Students_Value_Priorities_and_Emotiona.pdf
5. Research paper on 'Empathy as Added Value in Predicting Donation Behavior':

file:///C:/Users/Dell/Desktop/wp_10_692.pdf

6. Decety J and Jackson PL. 2004. The functional architecture of human empathy.Behavioral and cognitive neuroscience reviews 3(2):71-100.
7. Klimecki OM1, Leiberg S2, Ricard M2, Singer T3. Differential pattern of functional brain plasticity after compassion and empathy training.SocCogn Affect Neurosci. 2014Jun; 9 (6): 873-9.
8. A paper on 'The Science of Empathy' - https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5513638/ 9. A paper on 'ThePsychology of Emotional and Cognitive Empathy' - https://lesley.edu/article/the- psychology-of-emotional-and- cognitive-empathy
10. Links on the latest research and reviews on articles related to empathy - https://www.nature.com/subjects/empathy

Suggested videos/movies (English/Hindi)

1. The Boy in the Striped Pyjamas (an English movie based on the novel by the samename by John Boyne)
2. Chhapaak (an Indian movie about how a young woman tries to rebuild her life after aman throws acid in her face on a public street in New Delhi in 2005)

3. George Lucas Educational Foundation – Edutopia – 3 videos on the importance ofempathy -

https://www.edutopia.org/blog/3-videos-importance-empathy

4. The actor, Mark Ruffalo, and Murray (from Sesame Street) talk about the word"Empathy" -

https://www.youtube.com/watch?v=9_1Rt1R4xbM
5. http://theconversation.com/understanding-others-feelings-what-is-empathy-and- why-do-weneed- it-68494

6. https://www.verywellmind.com/what-is-empathy-2795562

"The Present" is a thesis short from the Institute of Animation, Visual Effects and DigitalPostproduction at the Filmakademie Baden-Wuerttemberg in Ludwigsburg, Germany. - https://www.youtube.com/watch?v=96kI8Mp1uOU

RM-253-MJ Retail Branding

Course Category: Department Specific Course

Course Credit: 02

Max. Marks: 50

Objective:

To develop an understanding of the concepts, issues and strategies in Retail franchisingand Brand management

Learning Outcomes:
LO1: Enable the students to learn the basics of Retail, Branding, and Retail Branding LO2: Analyze the role of retail branding in modern business environment of digital world.LO3: Enumerate and define about the process and key challenges in retail branding.
LO4: Apprehend the designing and implementing branding strategies.LO5: Elaborate the different retail formats in an International context.

Units	Topics
I LO 1	Concept of Retail and Retailing; Brand, Branding, and Brand Management. An overview of Retail Branding and its importance. Difference between Brand and Product. Scope of retail Branding, Challenges and Opportunities of Retail Branding. Brand Equity – Strategic Brand Management, RetailBranding: Process. Retail Brand v/s Corporate Brand.
II LO 2	Emergence of Retail Branding in pre and post digitalized world. Retail Brand Positioning: Meaning, Importance. Basics of Brand Elements: Meaning, Criteria for selecting Brand Elements, Methods of Brand Elements. Private Label in Retail: Importance, Growth and Strategies. Designing marketing programs to build brand equity: Definition, Brand image Constellation and Dimensions.
III LO 3	Retail Branding in The New Digital Age, Key Challenges in Retail Branding. Brand hierarchy, Brand extension and brand transfer, managing brand over time in retail scenario. Brand Reinforcement, Brand Revitalization, andBrand Crisis. Brand Building Exercise–Brand Building in Retail scenario; process and methods.
IV LO 4	Designing and implementing Retail Branding strategies, Brand-Product matrix, concept of brand extensions, measurement of sources of brand equity – Capturing customer mindset: Qualitative and quantitative researchtechniques; measuring outcomes of brand equity, capturing market performance.
V LO 5	Managing Retail Brands within different Retail Formats in an International Context. Contribution of Retail Brands in Manufacturer's International strategy, managing Retail Brand across different Consumer Perception Level, interrelationship of Corporate Reputation and Store Equity of Retailers, Best Practices for successful Retail Branding, Stories of successful Retail Brands with special reference to India.

Recommended Books:

1. Keller, Kevin Lane; Strategic Brand Management; Pearson Education; New Delhi, LatestEdition

2. JeskoPerrey and Dennis Spillecke, Retail Marketing and Branding, Latest Edition

3. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; NewDelhi, Latest Edition

4. Kumar, S. Ramesh; Marketing and Branding – The Indian Scenario; Pearson Education;NewDelhi, Latest Edition

5. Kapoor, Jagdeep; Brand Mantras; Sage Publications; NewDelhi, Latest Edition

6. Senguptasubrot; Brand Positioning: Strategies for competitive advantage; Tata McGraw Hill; New

Delhi, Latest Edition

7. Tongeren, M. V. The Essence of Retail Branding and Design. Netherlands: Laurence KingPublishing, Latest Edition

8. Retail Branding and Store Loyalty: Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats. Germany: Springer Fachmedien Wiesbaden, LatestEdition

9. Winters, P. F., Winters, A. A., Paul, C. (2005). The Power of Retail Branding. United Kingdom: HarperCollins, Latest Edition

RM-254-MJP Retail Branding

Course Category: Department Specific Course

Course Credit: 02

Max. Marks: 50

Objective:

To develop an understanding of the concepts, issues and strategies in Retail franchisingand Brand management

Learning Outcomes:

LO1: Enable the students to learn the basics of Retail, Branding, and Retail Branding LO2: Analyze the role of retail branding in modern business environment of digital world.LO3: Enumerate and define about the process and key challenges in retail branding.

.

Units	List of Practical Topics
I LO 1	Concept of Retail and Retailing; 1. Study various International Car Brands 2. Study Various National Car Brands 3. Study the method of Car Branding in India
II LO 2	Emergence of Retail Branding in pre and post digitalized world. Retail Brand Positioning: 1. Study the Branding Elements that go in Car Branding in India 2. Study the Branding Programme Designed Specifically for Cars in India

III LO 3	Retail Branding in The New Digital Age, 1. Identify the Opportunities to Brand the Car using Digital Mediums. 2. Study the Brand Building Exercise of Cars in India.

Recommended Books:

1. Keller, Kevin Lane; Strategic Brand Management; Pearson Education; New Delhi, LatestEdition

2. JeskoPerrey and Dennis Spillecke, Retail Marketing and Branding, Latest Edition

3. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; NewDelhi, Latest Edition

4. Kumar, S. Ramesh; Marketing and Branding – The Indian Scenario; Pearson Education;NewDelhi, Latest Edition

5. Kapoor, Jagdeep; Brand Mantras; Sage Publications; NewDelhi, Latest Edition

6. Senguptasubrot; Brand Positioning: Strategies for competitive advantage; Tata McGraw Hill; New Delhi, Latest Edition

7. Tongeren, M. V. The Essence of Retail Branding and Design. Netherlands: Laurence KingPublishing, Latest Edition

8. Retail Branding and Store Loyalty: Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats. Germany: Springer Fachmedien Wiesbaden, LatestEdition

9. Winters, P. F., Winters, A. A., Paul, C. (2005). The Power of Retail Branding. United Kingdom: HarperCollins, Latest Edition

RM-271-VSC Rural Marketing

Course Category- Vocational Skills Course,   Credits - 02,

                                                             Max Marks- 50

Objectives-

1. To give practical understanding to students how marketing is done in rural parts of India

Unit-1   5 Hours

Concept of Rural. Rural Marketing: Meaning, Concept, Structure and Characteristics Of The Rural Markets. Rural Vs. Urban Marketing.Rural Marketing in India.

Unit -2   8 Hours

Rural Marketing Challenges And Opportunity, Rural Consumer: Characteristics, Factors Influencing Decision Making Process Of Rural Consumers, Rural Consumers Buying Decision Process, Shopping Habits Of Rural Consumer.

Unit 3   2 Hours

 Marketing Mix Strategies For Indian Rural Markets Shift in Strategic Perspective For Rural Marketing.

Unit 4   Visit 15 Hours

Visit the Rural Place and Observe the various Marketing Activities undertaken by companies.

Prepare a Questionnaire and get it filled from at least 10 rural consumers on rural marketing

Interview at least 10 rural customers and prepare a presentation of your findings.

RM-291-MN E-Retailing

Course Category: Department Specific Course

Course Credit: 02

Max. Marks: 50

Objective:
To introduce basic E-Commerce concepts and its applications in retailing processand explain techniques of E-Commerce.

Learning Outcomes:

LO1: Enumerate and define the foundation and application domain of e-Retailing.

LO2: Explain procedure and methods of e-commerce through different models andassociate them with real life examples in e-retailing.

LO3: Summarize e-retailing marketing mix and develop strategies for online pricing. LO4: Application of CRM and ERP in e-retailing and acquaint about challenges faced inits designing and implementation.

LO5: Demonstrate the computer networking part of e-retailing and utilize in real lifeprojects.

Units	Topics
I LO 1	**Foundation of e-retailing:**Introduction,Meaning, Definition of e- retailing, Traditional Marketing to e- Marketing, Segmenting and Targeting, Adaptability and Closed-Loop Marketing (CLM), Challenges of e- Retailing. **The Application Domain of e-retailing:** Practices, Application Perspective, Online Merchandising Techniques, Online Store Front: Creating Look & Feel, Online Brand Management and Online Purchasing Behaviour.
II LO 2	**Analytical Measures of e-retailing:** Current Trend Analysis and Measures of e-retailing, Current Status of Online Retailing, e- Retailing Statistics. **E- Commerce Procedures and Methods:** Meaning and usage, B2B Model,B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e- Commerce Payment Systems, E- Payment Security Challenges, E- PaymentBusiness Risks, E- Commerce Security Solutions.
III LO 3	**e- retailing Marketing Mix:** The Role of Cyber Intermediaries; Supply Chain Management System in e-retailing, Concept of Online Pricing; Factors affecting; Different Methods/Strategies of Online Pricing; Price Discrimination in e- retailing; Dynamic Pricing for e- retailing; Promotional Strategies of e- retail Business.

IV LO 4	**e-CRM:** Customer Loyalty in the Age of e- retailing; Role of e–CRM; ThirdParty Assurance in e-retailing; Element of Trust in e–retailing. **ERP and e-retailing:** Design and Implementation; Challenges in Successful Implementation of ERP in e-retailing;

V LO 5	**e-fulfilment:** Meaning, Scope and Process; Impact of e- retailing on Traditional Transportation System- Issues and Opportunities. **Computer Networking in e-retailing:** Concepts and Application; Data Warehousing: Basic Technology and Utilisation; RFID: New Era Technology and Domain.

Recommended Books:

1. Sharma D. P. e-Retailing Principles and Practice, Himalaya Publishing House, NewDelhi, Latest Edition

2. Dennis Charles, FenechTino and Merrileesbill. e-Retailing, Routledge Ebusiness (Taylorand Francis Group), London and New York, Latest Edition

RM-291-MNP E-Retailing

Objective

To provide students with hands-on experience in implementing e-retailing concepts, enabling them to understand the operational, analytical, and marketing aspects of online retailing.

Learning Outcomes (LO)

1. Apply foundational e-retailing concepts to real-world scenarios.
2. Analyze current trends and statistics in e-retailing.
3. Implement e-commerce procedures and payment systems securely.
4. Develop effective pricing, promotional, and customer relationship strategies for online retail platforms.
5. Understand the challenges and opportunities in e-fulfillment and ERP integration for e-retailing.

Following On-Site Practical Activities can be conducted:

1. Setting Up an Online Storefront : Students will design a basic online store using platforms like Shopify or WooCommerce, focusing on layout, branding, and user interface where Students will learn to create a visually appealing and functional online storefront. This will help Students understand how to attract customers through design and usability.

2. Segmenting and Targeting Online Consumers: students to learn various market segmentation and targeting techniques based on demographics and behavior.

3. Analyzing Current Trends in E-Retailing : students to use tools like Google Trends or Statista to study the latest trends in online shopping behavior. Present findings in a group discussion.

4. Implementing E-Commerce Models : Create mock transactions using B2B, B2C, C2C models on platforms like Amazon Business or eBay.

5. Designing Promotional Campaigns for E-Retail Businesses : Create a digital marketing campaign (social media ads, email marketing) for an online store using Canva or Mailchimp.

7. Implementing E-CRM Tools for Customer Loyalty Management : Use CRM software (e.g., HubSpot or Zoho CRM) to manage customer data and create loyalty programs for an e-retail business.

8. Practical: ERP System Integration Challenges : Study case studies of ERP implementation failures in e-retailing and suggest solutions for successful integration using platforms like SAP or Oracle NetSuite demos.

9. Managing E-Fulfillment Processes : Students to Visit a local fulfillment center or warehouse (if possible) to observe order processing, packaging, and shipping workflows for online orders; alternatively, simulate the process using inventory management software like TradeGecko or Odoo Inventory. students to learn the logistics of fulfilling online orders efficiently.

9. Exploring RFID Technology in E-Retailing Logistics : Demonstrate RFID tracking systems used in inventory management and shipping processes during a field visit or simulation exercise with RFID kits/software demos which would familiarize students with advanced technology applications in e-retail logistics. Students will understand how RFID enhances operational efficiency.

RM-281-OJT ON JOB TRAINING

Course Category: On Job Training   Course Credit: 02

                                                Max. Marks: 50

The Students would undergo 5 days per week training at identified sales outlet in Pune. Students would maintain a journal of daily learnings and get it counter signed by mentor at concerned work place.

OE-251-RM INTRODUCTION TO HUMAN RIGHTS AND DUTIES

Course Category: Co-Curricular   Course Credit: 02

                                        Max. Marks: 50

I)   Basic Concept a) Human Values- Dignity , Liberty, Equality , Justice, Unity in Diversity, Ethics and Morals b) Meaning and significance of Human Rights Education 5 hrs

II)   Perspectives of Rights and Duties a) Rights: Inherent-Inalienable-Universal-Individual and Groups b) Nature and concept of Duties c) Interrelationship of Rights and Duties 5 hrs

III)   Introduction to Terminology of Various Legal Instruments a) Meaning of Legal Instrument- Binding Nature b) Types of Instruments: Covenant-Charter-Declaration-Treaty-Convention-ProtocolExecutive Orders and Statutes 5 hrs

IV)   United Nations And Human Rights a) Brief History of Human Rights- International and National Perspectives b) Provision of the charters of United Nations c) Universal Declaration of Human Rights- Significance-Preamble d) Civil and Political Rights-(Art. 1-21) e) Economic, Social and Cultural Rights-(Art.22-28) f) Duties and Limitations-(Art. 29) g) Final Provision (Art. 30) 15 hrs

SEC-251-RM FUNDAMENTALS OF DIGITAL MARKETING

Course Category: Skills Enhancement Course   Course Credit: 02

                                                    Max. Marks: 50

1. Digital Marketing: Why Digital Marketing, Digital Marketing Platforms, Digital Marketing students, professional and Business. Email Marketing: Importance of email marketing, email Marketing platforms, creating e- mailers, creating a Contact Management and Segmentation Strategy, Understanding Email Deliverability & Tracking emails, how to create Effective & Unique Email Content, Outlining the Design of Your Marketing Emails, Open rates and CTR of email, Drive leads from email, what are opt-in lists, Develop Relationships with Lead Nurturing & Automation. Content Marketing: Understanding Content Marketing, Generating

Content Ideas, planning a Long-Term Content Strategy, building a Content Creation Framework, becoming an Effective Writer, Extending the Value of Your Content through Repurposing, Creating a Blog Post, Promotion of blog post

2. Search Engine Optimization (SEO): What is SEO, SEO Importance, Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works, On Page Optimization (OPO), Off-Page Optimization. SEO Tools- Google Webmaster Tools Browser-based analysis tools, Pinging & indexing tools, Open site explorer, Google My Business.

3. Google AdWords & Google AdSense: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, how to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Critical Thinking in Digital and Social Media Marketing SEM-III, MKTG –MJ-32 Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions, Creating location extensions, Google AdSense: Understanding ad networks and AdSense's limitations, learning which situations are best for using AdSense, setting up an AdSense account, creating new ad units, displaying ads on a website, Allowing and blocking ads,

4. Social Media Marketing (SMM): Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs. The ROI in social media, Blogging, micro blogging, Podcasts, Marketing, Tools and Dashboards, Google Analytics, Social Media Analytics.

5. YouTube Advertising- YouTube advertising, why should one advertise on YouTube, Creating YouTube campaigns, Choose the audience for video ads, Instream ads, In- video ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads.

AEC-251-RM MARATHI

Course Category: Ability Enhancement Course   Course Credit: 02

Max. Marks: 50

CC-251-PE PHYSICAL EDUCATION

Course Category: Co-Curricular

Course Credit: 02

Max. Marks: 50