

Bachelor of Vocation – Retail Management & IT (Semester-I)

Category-I

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – 1 Evolution of Indian Retail System

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSC-1- Evolution of Indian Retail System	4	3	1	0	Class XII Pass	N/A

Learning Objectives

Create awareness of trade and retail in ancient India and its evolution, emerging retail sector in India.

Learning outcomes

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Understanding of history of trade and retail in India.
- Basic knowledge of retailing and its evolution in India.
- Introduction of retail industry in India and role of globalization.

SYLLABUS

Unit -1 (12 Hours)

Economic history of India - Trade in ancient India, Evolving from Barter to Coins in India, Trade in pre and post-colonial India.

Unit-2 (9 Hours)

Evolution of retail In India- Indian retail market, History of shops, Organized and unorganized retail sector.

Unit 3(12 Hours)

Shift from manufacturing to pure retailing, Importance of retailing in Indian economy, Globalization and liberalization of Economy, Major players in retailing.

Unit 4 (12 Hours)

Indian Retail Industry-, Importance of retailing in India, trends in organized retailing, Current and Future trends of retail in India. Types of Retail Formats, FDI in Indian organized retail sector, Challenges faced by Indian retail sector.

Practical component (if any) -

N/A

Essential/recommended readings

1. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
2. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.

Suggestive readings

1. Michael Levy, Barton Weitz, AjayPandit (2017) Retailing Management, Tata McGrawHill.
2. Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition,Oxford University Press (OUP).

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

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DISCIPLINE SPECIFIC CORE COURSE – 2: Consumer Buying Behavior and Retail Sales

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSC-2-Consumer Buying Behavior and Retail Sales	4	3	1	0	Class XII pass	NA

Learning Objectives

Create understanding of consumer behavior, its effects on retail sales.

Learning outcomes

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more student centric.
- Understanding of market strategy, analysis and consumer behavior
- Proficiency in understanding shopper behavior
- Basic understanding of the process of buyers' decision making
- Understanding of consumer behavior in terms of perception and attitude.

SYLLABUS

Unit 1: Introduction (12 Hours)

Concept of Consumer and consumer market, Importance of consumer behavior, Consumer Buying Process, Factors affecting buyer behavior, Types of buying decisions, Post-Purchase behavior.

Unit 2 (9 Hours)

Nature of markets: Liberalization and Globalization of the Indian Consumer Market, online and offline markets, Organized and unorganized market, Grey market Concept of price in retail and wholesale.

Unit 3 (12 Hours)

Different types of purchase situations, retailing and the purchase process, determinants of retail success or failure, point -of- purchase materials, consumer logistics, location based retailing, importance of customer satisfaction, factors affecting satisfaction level, motivating consumer.

Unit 4 (12 Hours)

Group and personal influences on individuals, reference group and its influence on individuals, word of mouth and opinion leaders in advertising and marketing strategy, reaching the consumer, gaining consumer's attention, shaping consumer's opinion; opinions change, product's and advertising's role in shaping consumer opinion, company's role in helping consumers to remember.

Practical component (if any) –

N/A

Essential/recommended readings

- Blackwell, Roger, Miniard, Paul & Engel, James; Consumer Behaviour; Thomson Learning; New Delhi
- Schiffman, Leon G. & Kanuk, Leslie Lazar; Consumer Behaviour; Pearson Education; New Delhi

Suggestive readings

- Blackwell, Roger, Miniard, Paul & Engel, James; Consumer Behaviour; Thomson Learning; New Delhi
- Loudon, David J. & Dellabitta, Albert; Consumer Behaviour; Tata McGraw Hill; New Delhi
- Solomon, Michael R.; Consumer Behaviour – Buying, Having and Being; Pearson Education; New Delhi

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DISCIPLINE SPECIFIC CORE COURSE – 3: Customer Service and Customer Relationship Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSC-3- Customer Service and Customer Relationship Management	4	3	1	0	Class XII pass	NA

Learning Objectives

Fundamental understanding of customer and customer relationship management (CRM)

Learning outcomes

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Perspective on business intelligence and application service providers
- Ability to analyze Sales force automation and its implication for CRM
- Proficiency in skills evaluate CRM
- Skills involved in implementation of CRM

SYLLABUS

Unit 1: Introduction (12 Hours)

Definition of customer and CRM, CRM technology components, customer life style, customer interaction, Difference between CRM and e-CRM, features of e-CRM, CRM Theory & Development and Relationship Marketing.

Unit 2: (12 Hours)

CRM Evaluation: measurement of CRM effectiveness including CRM's impact on company efficiency, effectiveness, and employee behavior, Positive Image Building, Customer Relationship Management.

Unit 3: (12 Hours)

Customer perception of services, Customer needs and expectations, Personalized and Post-Sales Service Support, Resolving customer concerns.

Unit 4: (9 Hours)

Ethics and Future of CRM, Monitoring and Solving Customer Service Issues, Continuous Service improvement, Organizing Service Delivery.

Practical component (if any) –

N/A

Essential/recommended readings

- Kumar V. & Werner J. (2008) Customer relationship management, Willey India.
- Mukherjee Kaushik (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi.

Suggestive readings

- Rai Kumar Alok (2011) Customer relationship management- Concept and Cases, Prentice Hall of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi

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