

Bachelor of Vocation – Retail Management & IT (Semester-2)

Category-I

Undergraduate Curriculum Framework 2022(UGCFT)

DISCIPLINE SPECIFIC CORE COURSE – 4 Store Display and Visual Merchandising

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-4- Store Display and Visual Merchandising	4	3	1	0	N/A	N/A

Learning Objectives

Create basic knowledge of store display and visual merchandising and its various aspects.

Learning outcomes

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- An in-depth understanding of store design and display
- Understanding of store image, security and managing communication
- Proficiency in managing visual merchandising
- An introduction to different aspects of visual merchandising
- Knowledge about the growth and future of visual merchandising

SYLLABUS OF DSC-4

Unit 1 (12 Hours)

Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Plano-gramming.

Unit 2 (9 Hours)

Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage, The Loop for Guiding the Shoppers through a Store, Organize the display of products at the store.

Unit 3 (12 Hours)

Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, Plan visual merchandising.

Unit 4 (12 Hours)

The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting.

Practical component (if any) -

N/A

Essential/recommended readings

- Neelesh Jain (2008) Retail Management, Global India Publications Pvt. Ltd. New Delhi.
- R.Sudarshan (2007) Retail Management, New Century Publications, New Delhi 2007.
- Swapan Pradhan (2007) Retailing Management- text and cases, Tata Mc Graw Hill, 2012

Suggestive readings

- David Gilbert. (2003) Retail Marketing Management, Dorling Kindersley (India) Pvt. Ltd. New Delhi.
- Fleming P (2003) "Guide to Retail Management" Jaico publications.
- Newman, Andrew J. and Peter Cullen (2007) Retailing Environment and Operations, Thomson Learning, India.

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 – 5 Sales 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-5- Sales Management	4	3	1	0	N/A	N/A

Learning Objectives

The course aims at providing in-depth understanding of sales management in retail stores.

Learning outcomes

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Introduction to sales management and personnel selling
- Understanding of the compensation and supervision of salesmen besides setting sales territories and targets
- Proficiency in evaluation of sales performance and sales cost analysis
- Understanding of sales personnel training

SYLLABUS

Unit 1 (12 Hours)

Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

Unit 2 (12 Hours)

Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests.

Unit 3 (12 Hours)

Planning the Sales Effort - Sales planning and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis.

Unit 4 (9 Hours)

Developing and conducting Sales Training Programmes. Sales organization, Sales function & policies, Retail markets - Competition and Best Practices.

Practical component (if any) –

N/A

Essential/recommended readings

- Gupta, S.L (2005) Sales and Distribution Management: Text and Cases – An Indian Perspective, Excel Books.
- Havaldar, K. K. &Cavale, V. M. (2007) Sales and Distribution Management: Text & Cases, Tata McGraw-Hill.

Suggestive readings

- Still, R. R., Cundiff, E. W. &Govoni, N. A. P(1998) Sales Management: Decision Strategies and Cases, Dorling Kindersley.
- Gupta, S.L (2005) Sales and Distribution Management: Text and Cases – An Indian Perspective, Excel Books.

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DISCIPLINE SPECIFIC CORE COURSE – 6: Profitability Management in Retail Store

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-6- Profitability Management in Retail Store	4	3	1	0	N/A	N/A

Learning Objectives

The course will enhance the understanding the profitability management in retail stores and its various aspects.

Learning outcomes

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Class room sessions, interactive learning, Role plays
- Introduction to inventory management.
- Understanding of merchandise management.

SYLLABUS

Unit 1 (12 Hours)

Inventory management, Managing inventory turnover , Controlling cost and inventory shrinkage, labour scheduling, store maintenance, calculation of shrinkage, preventing shop lifting, reducing employee theft.

Unit 2 (9 Hours)

Merchandise Management Process and types of Merchandise, Evaluating merchandise management performance (GMROI), Plan visual merchandise

Unit 3 (12 Hours)

Develop Sales Strategy and Campaigns, Monitor and manage store performance, Technology in Retail, Manpower planning and training

Unit 4 (12 Hours)

Point of purchase communication- Significance of POP communication, POP display materials - leaflets, special fittings, Demonstrators, Managing sales and service delivery to increase store profitability, Manage a budget.

Practical component (if any) –

N/A

Essential/recommended readings

- Vedmani G Gibson - Retail Management - Functional Principles and Practice (Jaico Publication).
- SwapnaPradhan - Retailing Management- Tata McGraw Hill.

Suggestive readings

- Mrs.Suja R Nair - Retailing Management - Himalaya Publication House.
- Angadi, Ansuya - A Text Book of Retailing Management, S. Chand Group.
- Chetan Bajaj, RajnishTuli and Nidhi V Srivastava - Retail Management, Oxford University Press

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