

Bachelor of Vocation - Retail Management & IT course (Semester-4)

Undergraduate Curriculum Framework 2022(UGC)

DISCIPLINE SPECIFIC CORE COURSE – DSC-10 Material Planning and Control

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-10 Material Planning and Control	4	3	1	0	N/A	N/A

Learning Objectives

The course aims to enhance the understanding of the basic concept of material planning and evaluating various costs in material management.

Learning outcomes

By studying this course, the students will be able to:

- Have basic understanding of costing for decision making.
- Have knowledge of standard costing.
- Develop in-depth understanding of budgeting and budgetary control.
- Understand the usage of computers in materials management.
- Develop skill to evaluate the Material Management Function

SYLLABUS

UNIT-I: (15 Hours)

Costing for Decision making: Marginal Cost, Fixed and Variable Costs (Period and Product Costs), Marginal Costing System, Marginal Cost Equation, Profit -Volume Ratio, Break Even Analysis, Margin of Safety, Cost-Volume Profit Analysis and its Uses, Concept of Relevant Costs in Decision Making.

UNIT – II: (15 Hours)

Budgeting & Budgetary Control: Meaning of Budget, Types of Budgets, Budgetary Control System, Material Requirement Planning, Principal Budget Factor, Budget Manual, Preparation of Different Types of Budgets Like Sales, Production, Material Consumption, Purchase Budget etc. Fixed and Flexible Budget.

UNIT – III: (9 Hours)

Standard Costing: Meaning of standard cost, Standard Costing System, Material Cost Variance Analysis.

UNIT – IV: (6 Hours)

Evaluation of Material Management Function: Meaning and Procedure. Evaluation Tools and Techniques.

Essential/recommended readings

1. Dutta A.K. (1998) Materials Management: Procedures, Text and cases 2nd edition, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gopalakrishnan, P. and Sundarson, M. (2007) Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.

Suggestive readings

1. Maheshwari & Mittal (2010) Management Accounting 3rd edition, Shree Mahavir Book, Depot, New Delhi.
2. Saxena, V.K. and Vashist CD (2015) Cost and Management Accounting, 7th edition• Sultan Chand and Sons, New Delhi.

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

Bachelor of Vocation - Retail Management & IT course

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – DSC-11 Retail Branding and Strategy

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-11 Retail Branding and Strategy	4	3	1	0	N/A	N/A

Learning Objectives

The course aims to provide a basic understanding of strategic approaches to management of retail.

Learning outcomes

By studying this course, students will be able to:

- Develop preliminary understanding of the meaning of brand
- Understand the consumers perspective about the brand
- Develop proficiency in managing the brand portfolio
- Have comprehensive understanding of retailing organizations and their growth

SYLLABUS

UNIT – I (12 Hours)

Brand: Meaning, Definition, Role of Brand, Brand Positioning & Personality of a Brand, Consumer's concept of 'Self-Image', Brand Proposition, Brand Name & Brand Awareness.

UNIT – II (12 Hours)

Managing Brand Portfolio, Contemporary view of the role of Brand Management, Various issues related to Brand Management, Process involve in Building & Managing Brand in retail management.

UNIT – III (12 Hours)

Retailing organizations, Formulation and evaluation of strategic options within retailing organizations, Mergers, Acquisition and strategic alliances involving retailers, Analysis of organization structure and design among retail organizations.

UNIT – IV (9 Hours)

Strategic Management: Approaches to Strategic Analysis of the retailing environment, Approaches to the analysis of resources, Competence and Strategic capability, Application of technique such as Value Chain Analysis & Bench Marking.

Essential/recommended readings

1. Siva Kumar (2007) Retail Marketing, Excel Books.
2. B.R. Londhe (2006) Retail and Distribution Management, Nirali Prakashan, Mumbai.
3. Bajaj, Tuli & Srivastava (2010) Retail Management, Oxford University Press, New Delhi.

Suggestive readings

1. R.K Srivastava (2011) Cases in Retail management, WILEY; First Edition.
2. Wayne D. Hoyer & J. MacInnis (2012) Consumer Behaviour, Cengage Learning; 6th edition.

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Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – DSC-12 Basics of Consumer Protection

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-12 Basics of Consumer Protection	4	3	1	0	N/A	N/A

Learning Objectives

This course seeks to familiarize the learners with their rights and responsibilities of a consumer and the procedure to redress their complaints. The learner should be able to comprehend the business firm's interface with consumers and the related regulatory and business environment.

Learning outcomes

By studying this course, the students will be able to:

- Describe the concept of consumer and post-purchase voicing of consumer grievances.
- Demonstrate how to exercise the consumer rights provided under Consumer Protection Act, 2019.
- Comprehend the filing, hearings, and appeal provisions.
- Identify the role of industry regulators in consumer protection.
- Demonstrate the impact of standards on quality of products.

SYLLABUS

UNIT-I: (12 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, MRP, Fair price, labeling and packaging: legal aspects.

UNIT – II: (9 Hours)

The Consumer Protection Act, 2019- Genesis of the Consumer Protection law in India; Basic concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods, unfair trade practice, restrictive trade practice, unfair contract, product liability, consumer rights.

UNIT – III: (12 Hours)

Grievance Redress Mechanism under the CPA, 2019- Who can File a Complaint? Grounds of Filing a Complaint, Limitation Period, Procedure for Filing and Hearing of Complaint, Reliefs provided, Appeal, Enforcement of Order, Offences and Penalties.

UNIT – IV: (12 Hours)

Consumer Movement in India; Voluntary Consumer Organisations (VCOs); National Consumer Helpline, GAMA, CONFONET, e-daakhil, Quality and Standardisation: AGMARK, ISI mark, Hallmarking, Consumer Grievance Redressal under the BIS Act, 2016.

Essential/recommended readings

1. Aggarwal, V. K., Law of Consumer Protection, 4th ed. (Bharat Law House, Delhi, 2021)
2. Khanna, Sri Ram and Hanspal, Savita, Consumer Affairs & Customer Care, 1 st ed. (VOICE Society Regd., 2020)
3. Kapoor, Sheetal, Consumer Affairs and Customer Care, 1st ed. (Scholar Tech Press, Delhi, 2021)

Suggestive readings

1. Rao, Rajyalakshami, Consumer is King (Universal Law Publishing Company, 2022)
2. The Consumer Protection Act, 2019.
3. The Bureau of Indian Standards, 2016.

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