Bachelor of Vocation - Retail Management & IT course (Semester-6)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-4 Personnel Management in Retail

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**		
DSE-4 Personnel Management in Retail	4	3	1	0	N/A	N/A

Learning Objectives

By the end of this course, students will be able to understand the importance of personnel management in the retail industry and its impact on organizational success.Identify the key functions and responsibilities of personnel managers in a retail setting. Apply effective recruitment and selection techniques to hire the right talent for retail positions. Develop strategies for employee training, development, and performance improvement in a retail environment.

Learning outcomes

By studying this course, students will be able to:

1. Demonstrate a comprehensive understanding of personnel management principles and their applications in the retail sector.
2. Apply various recruitment and selection techniques to attract and hire suitable candidates for retail positions.
3. Design and implement effective employee training programs to enhance their skills and knowledge in a retail environment.
4. Asses and manage employee performance, providing constructive feedback and support for improvement.
5. Formulate employee engagement strategies to boost morale and reduce turnover in a retail setting.

Syllabus:

UNIT – I (12 Hours)

Introduction to Retail Personnel Management: Definition and significance of personnel management in the retail sector, Evolution of personnel management practices in retail, Role of personnel managers in retail organizations; Recruitment and Selection in Retail: Job analysis and job descriptions for retail positions, Effective recruitment strategies: internal and external sources, Selection techniques and conducting interviews for retail positions.

UNIT – II (12 Hours)

Training and Development in Retail, Identifying training needs in the retail workforce, Designing and implementing retail-specific training programs, Evaluating the effectiveness of training initiatives, Performance Management in Retail, Setting performance standards and expectations in retail jobs, Performance appraisal methods and their relevance in retail, Providing feedback and coaching for improved performance.

UNIT – III (12 Hours)

Employee Engagement in Retail: Understanding employee motivation and engagement in the retail context, Designing employee recognition and reward programs in retail, Promoting work-life balance and employee well-being, Employee Relations and Conflict Management, Addressing employee grievances and resolving conflicts in retail, Implementing disciplinary actions and maintaining a positive work environment, Dealing with employee turnover and retention strategies.

UNIT – IV (9 Hours)

Ensuring fairness, diversity, and inclusivity in retail HR practices, Ethical challenges and best practices in retail HR management, Emerging Trends in Retail Personnel Management, Technology's impact on HR practices in the retail industry, Adapting to remote work and virtual teams in retail, Sustainable HR practices in the retail sector.

Essential/recommended readings

1. "Retail Management: A Strategic Approach" by Swapna Pradhan
2. "Human Resource Management in Retail" by S. Venkata Subbaiah
3. "Retail Marketing Management: Principles and Practice" by Chetan Bajaj and Ricky W. Griffin

Suggestive readings

1. "Retail Human Resource Management: Contemporary Issues and Cases" by Barry J. Babin and Brian D. Tietje
2. "Strategic Human Resource Management in Retailing" by Janet H. Marler and Shad S. Morris
3. "Human Resource Management in Retail: A Research Agenda" by Mike Noon and Stephen Bach

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