

# Bachelor of Vocation - Retail Management & IT course (Semester-8)

## Undergraduate Curriculum Framework 2022(UGCF)

### DISCIPLINE SPECIFIC ELECTIVE –DSE-6 Retail Team organization and Dynamics

#### 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-6 Retail Team organization and Dynamics	4	3	1	0	N/A	N/A

#### Learning Objectives:

By the end of this course, learners will be able to:

1. Understand the structure and functioning of retail teams.
2. Analyze the roles and responsibilities of retail employees at different levels.
3. Learn about team dynamics, motivation, and performance management in retail.
4. Develop leadership and conflict resolution skills in a retail setting.
5. Explore emerging trends in retail team management and technology-driven collaboration.

#### Learning Outcomes:

After completing this course, students will be able to:

- Describe the organizational structure of retail teams.
- Assess the importance of teamwork and communication in retail.
- Apply strategies for effective team leadership and employee engagement.
- Solve challenges related to conflict management and team coordination.
- Implement best practices for workforce planning and retail staff training.

#### Syllabus:

##### Unit 1 (10 Hours)

Introduction to Retail Team Organization- Overview of Retail Industry and Its Workforce, Organizational Structure in Retail – Small, Medium & Large Enterprises, Roles and Responsibilities at Different Levels (Store Manager, Supervisor, Sales Staff, etc.), Importance of Teamwork in Retail Operations, Case Studies of Successful Retail Team Management.

##### Unit 2 (10 Hours)

Team Dynamics and Motivation in Retail- Understanding Team Dynamics in Retail, Employee Motivation Theories and Their Application in Retail, Leadership Styles and Their Impact on Retail Teams, Communication Strategies for Effective Team Coordination, Employee Engagement and Retention Strategies

**Unit 3 (10 Hours)**

Performance Management and Conflict Resolution-Performance Measurement Metrics in Retail, Setting KPIs and Appraisal Methods for Retail Employees. Conflict Resolution Techniques in Retail settings. Dealing with Workplace Stress and Burnout in Retail Teams, Training and Development for Retail Workforce.

**Unit 4 (10 Hours)**

Emerging Trends in Retail Team Management- Impact of Technology on Retail Workforce Management, Role of AI and Automation in Retail Operations, Remote and Hybrid Work Models in Retail, Ethical and Legal Aspects of Retail Workforce Management, Future Challenges and Opportunities in Retail Team Organization.

**Essential/recommended readings**

1. Pradhan Swapna, "Retail Management", McGraw Hill Education (2021)
2. "Understanding Organizational Behaviour" – Udai Pareek, Oxford University Press (2016)
3. "Organizational Behavior" – K. Aswathappa, Himalaya Publishing House (2018)
4. Harjit Singh, "Retailing Management: Text and Cases", S. Chand Publishing (2014)

**Suggested Readings-**

1. Suja Nair, "Retail Management: A Strategic Approach", Himalaya Publishing House (2022)
2. John Fernie & Leigh Sparks, "Retailing: Environment and Operations", Routledge (3rd Edition, 2019)
3. Chetan Bajaj, "Retail Management: An Overview", Rajnish Tuli, and Nidhi Srivastava, Oxford University Press (2005)
4. Dr. U.C. Mathur, "Retail Management", I.K. International Publishing House (2010)
5. Robbins, S. P., Judge, T. A., & Vohra, N. (2018). Organizational Behavior (18 ed.). Pearson.
6. Singh, D. (2003). Emotional intelligence at work. New Delhi: Response Books

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