



(Shri Ramkrishna Seva Mandal's)  
**ANAND COMMERCE COLLEGE**

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



**Bachelor of Vocation**  
**RETAIL MANAGEMENT**  
**B Voc Semester – II**

<b>Course Code</b>	<b>UBV02MICR01</b>	<b>Title of the Course</b>	<b>Retail Management- II (Independent Retailing)</b>
<b>Total Credit of Course</b>	<b>04</b>	<b>Hours Per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ul style="list-style-type: none"><li>• To develop a foundational understanding of the retail sector with special emphasis on the Indian retail environment, including its structure, functions, and key players.</li><li>• To explore the various retail formats and their evolution, enabling students to analyze the dynamic nature of retailing in both traditional and modern business contexts.</li><li>• To examine the scope and significance of retail management in the contemporary economy, preparing students to apply retail strategies in real-world business scenarios.</li></ul>
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<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Buying in Business</b> Retail Buying Judging Customer Wants from Inside Sources Judging Customer Wants from Outside Sources Buying from Manufacturers Buying from Wholesalers Relationship with Salesman Negotiation Techniques in Buying Seasonal Buying and Forecasting	<b>20%</b>
<b>2.</b>	<b>Stock Control</b> Instinctive Buying Controlled Buying Plans to Merchandise Controls Model Stock Planning Manual & Electronic Controls	<b>20%</b>
<b>3.</b>	<b>Merchandise Records</b> Control Operating Expenses Record-keeping Equipment Manual Records Automatic Equipment Retail Inventory Method Read Office Figures Additional Topics: Break-even Analysis and Profit Margins Costing and Pricing Strategies	<b>20%</b>

	Use of POS (Point of Sale) Systems	
4.	<b>Store Development</b> Old Methods of Thinking About Store Store Layout & Design Elements Layout of Selling Department Space Management Location for Non-Selling Areas Visual Merchandising Digital Displays and Store Atmospherics In-store Branding and Signage Design	20%
5.	<b>Promotion and Customer Service</b> Importance of Promotion for Small Retailers Low-Cost Advertising Techniques Customer Relationship Management (CRM) Loyalty Programs and Word-of-Mouth Marketing Handling Customer Complaints and Feedback Building Community Engagement and Trust	20%

<b>Teaching – Learning Methodology</b>	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning Use of e-resources, including films
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### Internal and / or External Examination Evaluation

Evaluation and Exam Pattern			
Sr. No.	Details of Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1.	<b>Class Test</b>	15	10
2.	<b>Quiz</b>	15	5
3.	<b>Active Learning</b>	5	-
4.	<b>Home Assignment</b>	5	5
5.	<b>Class Assignment</b>	5	-
6.	<b>Attendance</b>	5	5
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>Total External (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

Course Outcomes: Having completed this course, the learners will be able to	
1.	Analyze buying strategies and identify sources of customer demand and appropriate purchasing channels.
2.	Implement efficient stock control systems using planning tools and understand inventory management techniques.
3.	Maintain accurate merchandise records and analyzing retail data for decision-making.
4.	Understand store design concepts and visual merchandising techniques to enhance customer experience and optimize space.

5.	Apply promotional strategies and deliver excellent customer service to build strong customer relationships in independent retailing.
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<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Berman, B., & Evans, J. R. (2013). <i>Retail management: A strategic approach</i> (12th ed.). Pearson Education.
2.	Gilbert, D. (2003). <i>Retail marketing management</i> . Pearson Education.
3.	Levy, M., & Weitz, B. A. (2013). <i>Retailing management</i> (9th ed.). McGraw-Hill Education.
4.	Vedamani, G. G. <i>Retail management: Functional principles and practices</i> . Jaico Publishing House.
Digital resources to be used if available as reference material	
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<a href="https://www.britannica.com/money/retailing">https://www.britannica.com/money/retailing</a>	
<a href="https://unstop.com/blog/retail-management-meaning#:~:text=of%20the%20industry,-.What%20Is%20Retail%20Management?,and%20ensuring%20excellent%20customer%20service.">https://unstop.com/blog/retail-management-meaning#:~:text=of%20the%20industry,-.What%20Is%20Retail%20Management?,and%20ensuring%20excellent%20customer%20service.</a>	
<a href="https://www.indeed.com/career-advice/finding-a-job/what-is-retail-management#:~:text=Retail%20management%20is%20a%20process,aligned%2C%20progressing%20to%20ward%20common%20goals.">https://www.indeed.com/career-advice/finding-a-job/what-is-retail-management#:~:text=Retail%20management%20is%20a%20process,aligned%2C%20progressing%20to%20ward%20common%20goals.</a>	
<a href="https://youtu.be/1nmolATTxEk?si=BPppGe5IF_dlsD9w">https://youtu.be/1nmolATTxEk?si=BPppGe5IF_dlsD9w</a>	
<a href="https://youtu.be/uTHeFddxsdM?si=DkVYp_xsy5DNijCN">https://youtu.be/uTHeFddxsdM?si=DkVYp_xsy5DNijCN</a>	



**Chairman**  
**BOS of Vocational Studies**  
**Anand Commerce College**



**Academic Coordinator**  
**Anand Commerce College**



**Principal**  
**Anand Commerce College**