



(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



**Course Structure as per NEP 2020 with effect from the Academic Year 2026-27**

| PROGRAMME STRUCTURE (NEP-2020)<br>BACHELOR OF VOCATION SEMESTER: IV<br>RETAIL MANAGEMENT |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Programme Outcomes<br/>(PO)<br/>-For B VOC</b>                                        | <p><b>Upon successful completion of the BVOC Programme, Graduates will be able to:</b></p> <ul style="list-style-type: none"><li>• Recall fundamental concepts, terminology, and procedures relevant to the chosen vocational stream to build a strong knowledge base.</li><li>• Explain vocational principles, business processes, and industry practices clearly to demonstrate conceptual clarity and workplace readiness.</li><li>• Use vocational knowledge and technical skills to perform practical tasks effectively in real-world industry settings.</li><li>• Examine business data, operational workflows, and customer behavior to identify patterns, solve problems, and improve performance.</li><li>• Assess the quality of work, ethical considerations, and business strategies to make informed decisions and provide constructive feedback.</li><li>• Design innovative solutions, projects, or business models by integrating knowledge, skills, and creativity relevant to vocational sectors.</li></ul> |
| <b>Programme Specific<br/>Outcomes (PSO) –<br/>For B VOC</b>                             | <ul style="list-style-type: none"><li>• Enable students to apply concepts effectively in areas like banking, accounting, and retail operations.</li><li>• Equip learners to analyze real-life situations and implement suitable solutions in workplace settings.</li><li>• Allow students to enhance operational efficiency and support data-driven decision-making in their respective fields.</li><li>• Design innovative strategies and execute entrepreneurial ideas that contribute to organizational growth and sustainability.</li><li>• Combine theoretical knowledge with practical exposure to enhance problem-solving abilities and job readiness.</li><li>• Develop new ideas, models, or business strategies to address market needs, improve services, or enhance customer experience in vocational domains.</li></ul>                                                                                                                                                                                          |



| Sr. No.         | Course Type                                                  | Course Code | Course Title                                     | Credit | T/P | Exam Duration | Components of Marks |          |       |
|-----------------|--------------------------------------------------------------|-------------|--------------------------------------------------|--------|-----|---------------|---------------------|----------|-------|
|                 |                                                              |             |                                                  |        |     |               | Internal            | External | Total |
| 1               | Major Courses<br>(Any Two)                                   | UBV04MACR01 | Deputy Manager (Retail Store Department) II (QP) | 4      | T   | 2:30          | 50                  | 50       | 100   |
| 2               |                                                              | UBV04MACR02 | Human Resource Management – II                   | 4      | T   | 2:30          | 50                  | 50       | 100   |
| 3               |                                                              | UBV04MACR03 | Retail Management – IV                           | 4      | T   | 2:30          | 50                  | 50       | 100   |
| 4               | Minor Course<br>(Any One)                                    | UBV04MICR01 | Insurance Laws & Practice                        | 4      | T   | 2:30          | 50                  | 50       | 100   |
|                 |                                                              | UBV04MICR02 | Public Finance                                   | 4      | T   | 2:30          | 50                  | 50       | 100   |
|                 |                                                              | UBV04MICR03 | Fundamentals of Investment Management            | 4      | T   | 2:30          | 50                  | 50       | 100   |
| 4               | Interdisciplinary Course/<br>Multi-Disciplinary<br>(Any One) | -           | -                                                | -      | -   | -             | -                   | -        | -     |
| 5               | Ability Enhancement Course (AEC)                             | UBV04AECR01 | Corporate Communication II                       | 2      | T   | 1:30          | 25                  | 25       | 50    |
| 6               | Skill Enhancement Courses (SEC)<br>(Any One)                 | UBV04SECR01 | Digital Literacy and Social Media Marketing      | 2      | T   | 1:30          | 25                  | 25       | 50    |
|                 |                                                              | UBV04SECR02 | Fundamentals of Entrepreneurship                 | 2      | T   | 1:30          | 25                  | 25       | 50    |
|                 |                                                              | UBV04SECR03 | Finance for Everyone                             | 2      | T   | 1:30          | 25                  | 25       | 50    |
|                 |                                                              | UBV04SECR04 | Statistical Methods                              | 2      | T   | 1:30          | 25                  | 25       | 50    |
|                 |                                                              | UBV04SECR05 | Soft Skills for Business II                      | 2      | T   | 1:30          | 25                  | 25       | 50    |
| 7               | Value Added Course/ Indian Knowledge System<br>(Any One)     | UBV04VACR01 | On the job Training Project Report               | 2      | T   | 1:30          | 25                  | 25       | 50    |
| Total Credit 22 |                                                              |             |                                                  |        |     |               |                     |          |       |

