



SHIVAJI UNIVERSITY, KOLHAPUR

**PROPOSED STRUCTURE AND SYLLABUS (SEMESTER PATTERN)**

**Bachelor of Vocation (B. Voc.) Part II – Retail Management and I. T.**

- 1. TITLE** : B. Voc. Part II ( Retail Management and I. T. )  
Syllabus ( Semester Pattern )  
Under Faculty of Commerce
- 2. YEAR OF IMPLEMENTATION** : Syllabus will be implemented from June, 2015
- 3. DURATION** : B. Voc. Part I, II and III (Three Years)  
B. Voc. Part I - Diploma ( One Year )  
B. Voc. Part II - Advanced Diploma ( One Year )  
B. Voc. Part III – Degree ( One Year )
- 4. PATTERN OF EXAMINATION - Semester Pattern**
  - Theory Examination – At the end of semester as per Shivaji University Rules
  - Practical Examination – i) In the 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> semester of B. Voc. there will be internal assessment of practical record, related report submission and project reports.  
ii) In the second semester of B. Voc. I there will be internal practical examination.  
iii) In the 4<sup>th</sup> and 6<sup>th</sup> semester of B. Voc. there will be external practical examination at the end of the semester.
- 5. MEDIUM OF INSTRUCTION** : English / Marathi
- 6. STRUCTURE OF COURSE** : B. Voc. Part – I, II and III  
Two Semester Per Year  
Two General Papers per year / semester  
Three Vocational Papers per Year / Semester  
Three Practical papers per Year / Semester  
One Project / Industry Visit/ Study Tour / Survey
- 7. SCHEME OF EXAMINATION –**
  - A) THEORY –**
    - The theory examination shall be at the end of the each semester.
    - All the general theory papers shall carry 40 marks and all the vocational theory papers shall carry 50 marks.

- Evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.
- Question paper will be set in the view of entire syllabus preferably covering each unit of the syllabus.
- Nature of question paper for Theory examination ( excluding Business Communication paper )–
  - i. There will be seven questions carrying equal marks.
  - ii. Students will have to solve any five questions.
    - Q. No. 1 : Short answer type question with internal choice  
( Two out of Three )
    - Q. No. 2 to Q. No. 6 : Long answer type questions
    - Q. No. 7 : Short Notes with internal choice  
( Two out of Three )

## **B ) PRACTICAL**

Evaluation of the performance of the students in practical shall be on the basis of semester examination ( Internal assessment at the end of I, II and III and V Semester and external examination at the end of IV and VI semester as mentioned separately in each paper.

## **STANDARD OF PASSING –**

As per the guidelines and rules of B. Voc. (Attached separately – Annexure I )

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## 8. STRUCTURE OF THE COURSE

### B. Voc. Part I ( Diploma ) Semester – I

Sr No	Paper No.	Title	Theory/Practical/Project	Marks (Total)	Distribution of Marks	
					Theory	Practical
1	I	Business Communication - I	Theory /Practical	50	40	10
2	II	Business Management- I	Theory /Practical	50	40	10
3	III	Retail Environment - I	Theory	50	50	--
4	IV	Retail Store Operations - I	Theory	50	50	--
5	V	Basic Computer and I. T. in Retailing I	Theory	50	50	--
6	VI	Laboratory Work Retail Environment I	Practical	50	--	50
7	VII	Laboratory Work Retail Store Operations I	Practical	50	--	50
8	VIII	Laboratory Work Basic Computer and I. T. in Retailing I	Practical	50	--	50
9	IX	Project	--	50	--	50

### B. Voc. Part I ( Diploma ) Semester – II

Sr.	Paper No.	Title	Theory/Practical /Project	Marks (Total)	Distribution of Marks	
					Theory	Practical
1	X	Business Communication - II	Theory /Practical	50	40	10
2	XI	Business Management - II	Theory /Practical	50	40	10
3	XII	Retail Environment- II	Theory	50	50	--
4	XIII	Retail Store Operations - II	Theory	50	50	--
5	XIV	Basic Computer and I. T. in Retailing - II	Theory	50	50	--
6	XV	Laboratory Work Retail Environment II	Practical	50	--	50
7	XVI	Laboratory Work Retail Store Operations II	Practical	50	--	50
8	XVII	Laboratory Work Basic Computer and I. T. in Retailing II	Practical	50	--	50
9	XVIII	Industrial Visit /Study Tour	--	50	--	50

**SCHEME OF TEACHING :****B. Voc. – Part I ( Diploma ) Semester – I**

Sr.	Paper No.	Title	Distribution of Workload		
			Lectures per week		
			Theory	Practical	Total
1	I	Business Communication - I	4	2	6
2	II	Business Management - I	4	2	6
3	III	Retail Environment - I	4	-	4
4	IV	Retail Store Operations - I	4	-	4
5	V	Basic Computer and I. T. in Retailing - I	4	-	4
6	VI	Laboratory Work I		4	4
7	VII	Laboratory Work I		4	4
8	VIII	Laboratory Work I		4	4
9	IX	Project	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

**B. Voc. – Part I ( Diploma ) Semester – II**

Sr.	Paper No.	Title	Distribution of Workload		
			Lectures per week		
			Theory	Practical	Total
1	X	Business Communication - II	4	2	6
2	XI	Business Management - II	4	2	6
3	XII	Retail Environment - II	4	-	4
4	XIII	Retail Store Operations - II	4	-	4
5	XIV	Basic Computer and I. T. in Retailing - II	4	-	4
6	XV	Laboratory Work II	--	4	4
7	XVI	Laboratory Work II	--	4	4
8	XVII	Laboratory Work II	--	4	4
9	XVIII	Industrial Visit	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

**B. Voc. – II ( Advanced Diploma ) Semester – III**

Sr No	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Distribution of Marks	
					Theory	Practical
1	XIX	Fundamentals of Financial Accounting - I	Theory /Practical	50	40	10
2	XX	Marketing Management - I	Theory /Practical	50	40	10
3	XXI	Retail Merchandising Management - I	Theory	50	50	--
4	XXII	Marketing and Visual Merchandising in Retail - I	Theory	50	50	--
5	XXIII	Computerised Accounting Practices for Retail- I	Theory	50	50	--
6	XXIV	Laboratory Work Retail Merchandising Management - I	Practical	50	--	50
7	XXV	Laboratory Work Marketing and Visual Merchandising in Retail - I	Practical	50	--	50
8	XXVI	Laboratory Work Computerised Accounting Practices for Retail- I	Practical	50	--	50
9	XXVII	Project	--	50	--	50

**B. Voc. Part II ( Advanced Diploma ) Semester – IV**

Sr.	Paper No.	Title	Theory/Practical /Project	Marks (Total)	Distribution of Marks	
					Theory	Practical
1	XXVIII	Fundamentals of Financial Accounting - II	Theory /Practical	50	40	10
2	XXIX	Marketing Management - II	Theory /Practical	50	40	10
3	XXX	Retail Merchandising Management - II	Theory	50	50	--
4	XXXI	Marketing and Visual Merchandising in Retail - II	Theory	50	50	--
5	XXXII	Computerised Accounting Practices for Retail- II	Theory	50	50	--
6	XXXIII	Laboratory Work Retail Merchandising Management - II	Practical	50	--	50
7	XXXIV	Laboratory Work Marketing and Visual Merchandising in Retail - II	Practical	50	--	50
8	XXXV	Laboratory Work Computerised Accounting Practices for Retail- II	Practical	50	--	50
9	XXXVI	Industrial Visit /Study Tour	--	50	--	50

**B. Voc. – Part II ( Advanced Diploma ) Semester – III**

Sr.	Paper No.	Title	Distribution of Workload Lectures per week		
			Theory	Practical	Total
1	XIX	Fundamentals of Financial Accounting - I	4	2	6
2	XX	Marketing Management - I	4	2	6
3	XXI	Retail Merchandising Management - I	4	-	4
4	XXII	Marketing and Visual Merchandising in Retail - I	4	-	4
5	XXIII	Computerised Accounting Practices for Retail	4	-	4
6	XXIV	Laboratory Work Retail Merchandising Management - I	--	4	4
7	XXV	Laboratory Work Marketing and Visual Merchandising in Retail - I	--	4	4
8	XXVI	Laboratory Work Computerised Accounting Practices for retail - I	--	4	4
9	XXVII	Project	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

**B. Voc. – Part II ( Advanced Diploma ) Semester – IV**

Sr.	Paper No.	Title	Distribution of Workload Lectures per week		
			Theory	Practical	Total
1	XXVIII	Fundamentals of Financial Accounting - II	4	2	6
2	XXIX	Marketing Management - II	4	2	6
3	XXX	Retail Merchandising Management - I	4	-	4
4	XXXI	Marketing and Visual Merchandising in Retail - II	4	-	4
5	XXXII	Computerised Accounting Practices for Retail - II	4	-	4
6	XXXIII	Laboratory Work Retail Merchandising Management - II	--	4	4
7	XXXIV	Laboratory Work - Marketing and Visual Merchandising in Retail - II	--	4	4
8	XXXV	Laboratory Work - Computerised Accounting Practices for Retail - II	--	4	4
9	XXXVI	Industrial Visit /Study Tour	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

**B. Voc. Part III ( Degree ) Semester – V**

Sr No	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Distribution of Marks	
					Theory	Practical
1	xxxvii	Entrepreneurship Development - I	Theory /Practical	50	40	10
2	xxxviii	Business Ethics and Corporate Responsibility - I	Theory /Practical	50	40	10
3	xxxvix	Customer Service Management – I	Theory	50	50	--
4	xxxx	Retail Personnel Management - I	Theory	50	50	--
5	xxxxi	Retail Business Regulatory framework - I	Theory	50	50	--
6	xxxxii	Laboratory Work - Customer Service Management – I	Practical	50	--	50
7	xxxxiii	Laboratory Work - Retail Personnel Management - I	Practical	50	--	50
8	xxxxiv	Laboratory Work - Retail Business Regulatory framework - I	Practical	50	--	50
9	xxxxv	Project/Industrial visit	--	50	--	50

**B. Voc. – III ( Diploma ) Semester – VI**

Sr.	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Distribution of Marks	
					Theory	Practical
1	xxxxxvi	Entrepreneurship Development - II	Theory /Practical	50	40	10
2	xxxxxvii	Business Ethics and Corporate Responsibility - II	Theory /Practical	50	40	10
3	xxxxxviii	Customer Service Management – II	Theory	50	50	--
4	xxxxxix	Retail Personnel Management - II	Theory	50	50	--
5	xxxxxx	Retail Business Regulatory framework - II	Theory	50	50	--
6	xxxxxxi	Laboratory Work - Customer Service Management – II	Practical	50	--	50
7	xxxxxxii	Laboratory Work - Retail Personnel Management - II	Practical	50	--	50
8	xxxxxxiii	Laboratory Work - Retail Business Regulatory framework - II	Practical	50	--	50
9	xxxxxxiv	Project	--	50	--	50

**B. Voc. – Part III ( Degree ) Semester – V**

Sr.	Paper No.	Title	Distribution of Workload Lectures per week		
			Theory	Practical	Total
1	XXXVII	Entrepreneurship Development - I	4	2	6
2	XXXVIII	Business Ethics and Corporate Responsibility - I	4	2	6
3	XXXVIX	Customer Service Management – I	4	-	4
4	XXXX	Retail Personnel Management - I	4	-	4
5	XXXXI	Retail Business Regulatory framework- I	4	-	4
6	XXXXII	Laboratory Work - Customer Service Management – I	-	4	4
7	XXXXIII	Laboratory Work - Retail Personnel Management - I	-	4	4
8	XXXXIV	Laboratory Work - Retail Business Regulatory framework -- I	-	4	4
9	XXXXV	Internship	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

**B. Voc. – Part III ( Degree ) Semester – VI**

Sr.	Paper No.	Title	Distribution of Workload Lectures per week		
			Theory	Practical	Total
1	XXXXVI	Entrepreneurship Development - II	4	2	6
2	XXXXVII	Business Ethics and Corporate Responsibility - II	4	2	6
3	XXXXVIII	Customer Service Management – II	4	-	4
4	XXXXIX	Retail Personnel Management - II	4	-	4
5	XXXXX	Retail Business Regulatory framework - II	4	-	4
6	XXXXXI	Laboratory Work - Customer Service Management – II	--	4	4
7	XXXXXII	Laboratory Work - Retail Personnel Management - II	--	4	4
8	XXXXXIII	Laboratory Work – Retail Business Regulatory framework- II	--	4	4
9	XXXXXIV	Project	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

**Eligibility for Admission** : 10 + 2 from any faculty or equivalent Diploma / Advanced Diploma in any related stream.

**Eligibility for Faculty** : 1) M. Com. / M. B. A. with NET / SET  
2) M. A. (English) with NET/SET for Business Communication  
3) M.C.A. / M.B.A. (I.T.) with NET/SET for Basic Computer and I.T. in Retailing  
4) M.Com. with NET / SET for Fundamentals of Financial Accounting and Computerised Accounting Practices for Retail\*

\*(Preference will be given to the candidates with Computerised Accounting course)

**Eligibility for Lab Assistant** : B. Com. (With Diploma in Computer/I. T.) / B. C. A.

### **Staffing Pattern**

#### **Teaching :**

In the 1<sup>st</sup> year of B. Voc. – **Total requirement of faculty will be One Full time and Two C.H.B.**

- One Full Time for Retail Management
- One C. H. B. for Business Communication
- One C. H. B. for Basic Computer and I. T. in Retailing

In 2<sup>nd</sup> year of B. Voc. – **Total requirement of faculty ( Inclusive of 1<sup>st</sup> year) will be Three Full time and Two C.H.B.**

- One C. H. B. for Business Communication (1<sup>st</sup> Year )
- One C. H. B. for Basic Computer and I. T. in Retailing (1<sup>st</sup> Year )
- Three Full Time for Retail Management

In the 3<sup>rd</sup> Year of B. Voc. - Total requirement of faculty (Inclusive of 1<sup>st</sup> and 2<sup>nd</sup> year) will be Five Full time for retail management.

One C. H. B. for Business Communication and one C. H. B. for Basic Computer and I. T. in Retailing

**Lab. Assistant** : For 1<sup>st</sup> Year of B. Voc. – 1 Part Time

For 2<sup>nd</sup> and 3<sup>rd</sup> Year ( Inclusive of 1<sup>st</sup> Year ) of B. Voc. – 1 Full Time

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## **CREDIT SYSTEM FOR B. VOC. - RETAIL MANAGEMENT AND I.T.**

### **Credit system:**

Education at the Institute is organized around the semester-based credit system of study. The type of credit will be credit by theory and practical examination. The prominent features of the credit system are a process of continuous evaluation of a student's performance/progress and flexibility to allow a student to progress at an optimum pace suited to his/her ability or convenience, subject to fulfilling minimum requirements for continuation. A student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grades obtained by the student, grade point average is calculated. A minimum grade point average is required to be maintained for satisfactory progress and continuation in the programme. Also a minimum number of earned credits and a minimum grade point average should be acquired in order to qualify for the degree.

All programmes are defined by the total credit requirement and a pattern of credit distribution over courses of different categories.

### **Course credits assignment:**

Each course has a certain number of credits assigned to it depending upon its lectures and laboratory contact hours in a week. This weightage is also indicative of the academic expectation that includes in-class contact and self-study outside of class hours.

- a. One credit would mean equivalent to 15 periods for lecture, practicals/workshop.
- b. For internship/ field work, the credit weightage for equivalent hours shall be equal of that for lecture / practical

The credits for each of the year of B. Voc. Course in Retail Management and I. T. will be as follows:

<b>Level</b>	<b>Awards</b>	<b>Normal calendar duration</b>	<b>Skill Component Credits</b>	<b>General Education Credits</b>
Year 1	Diploma	Two Semester	36	24
Year 2	Advanced Diploma	Four Semester	36	24
Year 3	B. Voc.	Six Semester	36	24
<b>Total</b>			108	72

**Subject wise credit assignment for B. Voc. – Part I ( Diploma ) Semester – I**

Sr No	Paper No.	Title	Theory/ Practical / Project	Marks (Total)	Distribution of Marks		Credits	
					Theory	Practical	Theory	Practical
1	I	Business Communication - I	Theory /Practical	50	40	10	3	2
2	II	Business Management- I	Theory /Practical	50	40	10	3	2
3	III	Retail Environment - I	Theory	50	50	--	3	-
4	IV	Retail Store Operations - I	Theory	50	50	--	3	-
5	V	Basic Computer and I. T. in Retailing I	Theory	50	50	--	3	-
6	VI	Laboratory Work Retail Environment I	Practical	50	--	50	-	3
7	VII	Laboratory Work Retail Store Operations I	Practical	50	--	50	-	3
8	VIII	Laboratory Work Basic Computer and I. T. in Retailing I	Practical	50	--	50	-	3
9	IX	Project	--	50	--	50	-	2
		Total		450	230	220	15	15

**Subject-wise Distribution of workload (lectures per week ) for B.Voc. Part I ( Diploma) Semester – I**

Sr.	Paper No.	Title	Distribution of Workload		
			Lectures per week		
			Theory	Practical	Total
1	I	Business Communication - I	4	2	6
2	II	Business Management - I	4	2	6
3	III	Retail Environment - I	4	-	4
4	IV	Retail Store Operations - I	4	-	4
5	V	Basic Computer and I. T. in Retailing - I	4	-	4
6	VI	Laboratory Work I	-	4	4
7	VII	Laboratory Work I	-	4	4
8	VIII	Laboratory Work I	-	4	4
9	IX	* Project/Industrial visit/study tour/Internship	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

- For Project/Industrial visit /study tour /internship, the workload includes self-study outside of class hours i.e.4 per week.

**Subject wise credit assignment for B. Voc. – Part I ( Diploma ) Semester – II**

Sr No	Paper No.	Title	Theory/ Practical / Project	Marks (Total)	Distribution of Marks		Credits	
					Theory	Practical	Theory	Practical
1	X	Business Communication - II	Theory /Practical	50	40	10	3	2
2	XI	Business Management- II	Theory /Practical	50	40	10	3	2
3	XII	Retail Environment - II	Theory	50	50	--	3	-
4	XIII	Retail Store Operations - II	Theory	50	50	--	3	-
5	XIV	Basic Computer and I. T. in Retailing II	Theory	50	50	--	3	-
6	XV	Laboratory Work Retail Environment II	Practical	50	--	50	-	3
7	XVI	Laboratory Work Retail Store Operations II	Practical	50	--	50	-	3
8	XVII	Laboratory Work Basic Computer and I. T. in Retailing II	Practical	50	--	50	-	3
9	XVIII	Project	--	50	--	50	-	2
		Total		450	230	220	15	15

**Subject-wise Distribution of workload (lectures per week ) for B.Voc. Part I ( Diploma) Semester – II**

Sr.	Paper No.	Title	Distribution of Workload Lectures per week		
			Theory	Practical	Total
1	X	Business Communication - II	4	2	6
2	XI	Business Management - II	4	2	6
3	XII	Retail Environment - II	4	-	4
4	XIII	Retail Store Operations - II	4	-	4
5	XIV	Basic Computer and I. T. in Retailing - II	4	-	4
6	XV	Laboratory Work II		4	4
7	XVI	Laboratory Work II		4	4
8	XVII	Laboratory Work II		4	4
9	XVIII	* Project/Industrial visit/study tour/Internship	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

- *For Project/Industrial visit /study tour /internship, the workload includes self-study outside of class hours i.e.4 per week.*

**Subject wise credit assignment for B. Voc. – Part II ( Diploma ) Semester – I**

Sr No	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Distribution of Marks		Credits	
					Theory	Practical	Theory	Practical
1	XIX	Fundamentals of Financial Accounting - I	Theory /Practical	50	40	10	3	2
2	XX	Marketing Management - I	Theory /Practical	50	40	10	3	2
3	XXI	Retail Merchandising Management - I	Theory	50	50	--	3	-
4	XXII	Marketing and Visual Merchandising in Retail - I	Theory	50	50	--	3	-
5	XXIII	Computerised Accounting Practices for Retail I	Theory	50	50	--	3	-
6	XXIV	Laboratory Work Retail Merchandising Management - I	Practical	50	--	50	-	3
7	XXV	Laboratory Work Marketing and Visual Merchandising in Retail - I	Practical	50	--	50	-	3
8	XXVI	Laboratory Work Computerised Accounting Practices for Retail - I	Practical	50	--	50	-	3
9	XXVII	Project	--	50	--	50	-	2
		Total		450	230	220	15	15

**Subject-wise Distribution of workload (lectures per week ) for B.Voc. Part II ( Diploma ) Semester – I**

Sr.	Paper No.	Title	Distribution of Workload Lectures per week		
			Theory	Practical	Total
1	XIX	Fundamentals of Financial Accounting - I	4	2	6
2	XX	Marketing Management - I	4	2	6
3	XXI	Retail Merchandising Management - I	4	-	4
4	XXII	Marketing and Visual Merchandising in Retail - I	4	-	4
5	XXIII	Computerised Accounting Practices for Retail - I	4	-	4
6	XXIV	Laboratory Work Retail Merchandising Management - I		4	4
7	XXV	Laboratory Work Marketing and Visual Merchandising in Retail - I		4	4
8	XXVI	Laboratory Work Computerised Accounting Practices for Retail - I		4	4
9	XXVII	Project	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

- For Project/Industrial visit /study tour /internship, the workload includes self-study outside of class hours i.e.4 per week.

**Subject wise credit assignment for B. Voc. – Part II ( Diploma ) Semester – II**

Sr No	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Distribution of Marks		Credits	
					Theory	Practical	Theory	Practical
1	XIX	Fundamentals of Financial Accounting - II	Theory /Practical	50	40	10	3	2
2	XX	Marketing Management - II	Theory /Practical	50	40	10	3	2
3	XXI	Retail Merchandising Management - I	Theory	50	50	--	3	-
4	XXII	Marketing and Visual Merchandising in Retail - II	Theory	50	50	--	3	-
5	XXIII	Computerised Accounting Practices for Retail II	Theory	50	50	--	3	-
6	XXIV	Laboratory Work Retail Merchandising Management - II	Practical	50	--	50	-	3
7	XXV	Laboratory Work Marketing and Visual Merchandising in Retail - II	Practical	50	--	50	-	3
8	XXVI	Laboratory Work Computerised Accounting Practices for Retail - II	Practical	50	--	50	-	3
9	XXVII	Project	--	50	--	50	-	2
		Total		450	230	220	15	15

**Subject-wise Distribution of workload (lectures per week ) for B.Voc. Part II ( Diploma ) Semester – II**

Sr.	Paper No.	Title	Distribution of Workload Lectures per week		
			Theory	Practical	Total
1	XIX	Fundamentals of Financial Accounting - II	4	2	6
2	XX	Marketing Management - II	4	2	6
3	XXI	Retail Merchandising Management - II	4	-	4
4	XXII	Marketing and Visual Merchandising in Retail - II	4	-	4
5	XXIII	Computerised Accounting Practices for Retail - II	4	-	4
6	XXIV	Laboratory Work Retail Merchandising Management - II	-	4	4
7	XXV	Laboratory Work Marketing and Visual Merchandising in Retail - II	-	4	4
8	XXVI	Laboratory Work Computerised Accounting Practices for Retail - II		4	4
9	XXVII	Project	--	--	--
		Total --	<b>20</b>	<b>16</b>	<b>36</b>

- For Project/Industrial visit /study tour /internship, the workload includes self-study outside of class hours i.e.4 per week.

## Evaluation system:

### 1. Standard of passing

The maximum credits for B. Voc. in Retail Management and I. T. semester course (of six semesters) will be  $30 \times 6 = 180$  credits. To pass in each paper students are required to obtain 4 grade points in each paper, it means 18 to 20 Marks for 50 Marks Theory / Practical papers, 14.08 to 16 for 40 Marks Theory papers and 4 marks for 10 Marks Practical papers

### 2. Assessment of Project / Industrial visit /study tour /Internship Report

- i) The Project/Industrial visit/study tour/Internship report must be submitted by the prescribed date usually two weeks before the end of academic session of the semester.
- ii) It is desirable that the topics for Project/Industrial visit/study tour/Internship report shall be assigned by the end of previous semester.
- iii) The Project/Industrial visit/study tour/Internship report and its presentation shall be evaluated by the co-ordinator of the course and concerned faculty.

### 3. Grade point for Theory/Practical/ Project / Industrial visit /study tour /Internship Report

#### • Table –I For 50 Marks Theory or Practical

Grade Point	Marks out of	Marks obtained	Grade	Description of performance
0	50	0.0 to 2.5	D	Unsatisfactory
1	50	2.6 to 5.0		
1.5	50	5.1 to 7.5		
2	50	7.6 to 10.0		
2.5	50	10.1 to 12.5		
3	50	12.6 to 15.0		
3.5	50	15.1 to 17.5		
4	50	17.6 to 20.0	C	Fair
4.5	50	20.1 to 22.5	B	Satisfactory
5	50	22.6 to 25.0		
5.5	50	25.1 to 27.5		
6	50	27.6 to 30.0	B <sup>+</sup>	Good
6.5	50	30.1 to 32.5	A	Very Good
7	50	32.6 to 35.0		
7.5	50	35.1 to 37.5		
8	50	37.6 to 40.0	A <sup>+</sup>	Excellent
8.5	50	40.1 to 42.5	O	Outstanding
9	50	42.6 to 45.0		
9.5	50	45.1 to 47.5		
10	50	47.6 to 50.0		

• **Table No-II For 40 Marks Theory**

Grade Point	Marks out of	Marks obtained	Grade	Description of performance
0.00	40	0.0 to 2.0	D	Unsatisfactory
1	40	2.08 to 4.0		
1.5	40	4.08 to 6.0		
2	40	6.08 to 8.0		
2.5	40	8.08 to 10.0		
3	40	10.08 to 12.0		
3.5	40	12.08 to 14.0		
4	40	14.08 to 16.0	C	Fair
4.5	40	16.08 to 18.0	B	Satisfactory
5	40	18.08 to 20.0		
5.5	40	20.08 to 22.0	B <sup>+</sup>	Good
6	40	22.08 to 24.0		
6.5	40	24.08 to 26.0	A	Very Good
7	40	26.08 to 28.0		
7.5	40	28.08 to 30.0	A <sup>+</sup>	Excellent
8	40	30.08 to 32.0		
8.5	40	32.08 to 34.0	O	Outstanding
9	40	34.08 to 36.0		
9.5	40	36.08 to 38.0		
10	40	38.08 to 40.0		

**Table No- III For 10 Marks Practical**

Grade Point	Marks out of	Marks obtained	Grade	Description of performance
0.00	10	0.0 to 0.5	D	Unsatisfactory
1	10	0.52 to 1.0		
1.5	10	1.02 to 1.5		
2	10	1.52 to 2.0		
2.5	10	2.02 to 2.5		
3	10	2.52 to 3.0		
3.5	10	3.02 to 3.5		
4	10	3.52 to 4.0	C	Fair
4.5	10	4.02 to 4.5	B	Satisfactory
5	10	4.52 to 5.0		
5.5	10	5.02 to 5.5	B <sup>+</sup>	Good
6	10	5.52 to 6.0		
6.5	10	6.02 to 6.5	A	Very Good
7	10	6.52 to 7.0		
7.5	10	7.02 to 7.5	A <sup>+</sup>	Excellent
8	10	7.52 to 8.0		
8.5	10	8.02 to 8.5	O	Outstanding
9	10	8.52 to 9.0		
9.5	10	9.02 to 9.5		
10	10	9.52 to 10.0		

**OR**

Grade Point	Marks out of	Marks obtained	Grade	Description of performance
0.00	10	0.5	D	Unsatisfactory
1	10	1.0		
1.5	10	1.5		
2	10	2.0		
2.5	10	2.5		
3	10	3.0		
3.5	10	3.5	C	Fair
4	10	4.0		
4.5	10	4.5	B	Satisfactory
5	10	5.0		
5.5	10	5.5		
6	10	6.0	B <sup>+</sup>	Good
6.5	10	6.5		
7	10	7.0	A	Very Good
7.5	10	7.5		
8	10	8.0	A <sup>+</sup>	Excellent
8.5	10	8.5		
9	10	9.0	O	Outstanding
9.5	10	9.5		
10	10	10.0		

**Calculation of SGPA and CGPA-**

**1. Semester Grade Point Average (SGPA) =**

$$\frac{\Sigma (\text{course credits in passed courses} \times \text{earned grade points})}{\Sigma (\text{Course credits in registered courses})}$$

**2. Cumulative Grade Point Average (CGPA) =**

$$\frac{\Sigma (\text{course credits in passed courses} \times \text{earned grade points}) \text{ of all Semesters}}{\Sigma (\text{Course credits in registered courses}) \text{ of all Semesters}}$$

3. At the end of each year of B. Voc. Program, student will be placed in any one of the divisions as detailed below:

**SGPA and CGPA Table**

Grade Point	Grade	Description of performance
0.00 to 3.49	D	Unsatisfactory
3.5 to 4.49	C	Fair
4.5 to 5.49	B	Satisfactory
5.5 to 5.99	B <sup>+</sup>	Good
6.0 to 6.99	A	Very Good
7.0 to 8.49	A <sup>+</sup>	Excellent
8.5 to 10.00	O	Outstanding

- Ist Class with distinction: CGPA  $> 7.0$  and above
- Ist Class: CGPA  $> 6.0$  and  $< 7.0$
- IInd Class: CGPA  $> 5.0$  and  $< 6.0$
- Pass Class: CGPA  $> 4.0$  and  $< 5.0$
- Fail: CGPA  $< 4.0$

**Bachelor of Vocation (B. Voc.) Part II - Sem. III**

**Retail Management and I. T.**

**Paper No. XIX** (Common for All B.Voc. Courses )

**Fundamentals of Financial Accounting - I**

Total Marks : 50 (Theory 40 + Practical 10 )

Theory : 4 lectures / week

Practical : 2 lectures/week/batch

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**Objectives** : To impart basic accounting knowledge as applicable to business.

**Theory ( 40 Marks ) : Content of syllabus :**

**Unit I : Introduction to Accounting** ( 15 Periods )

Meaning, Nature and Advantages of Accounting, Branches of Accounting, Accounting Concepts and Conventions, Types of Accounts, Rules of journalizing, Source Documents – Cash Voucher, Petty Cash Voucher, Cash Memo – Receipts, Debit Notes, Credit Note, Paying Slips, Withdrawals, Cheque

**Unit II : Journal and Ledger** ( 15 Periods )

Preparation of Journal entries and Ledger accounts – Subsidiary Books - Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book, Bills Receivable Book, Bills Payable Book, Journal Proper

**Unit III : Depreciation** ( 15 Periods )

Meaning, Methods – Straight Line Method – Reducing Balance Method, Change in Depreciation Method.

**Unit IV : Final Accounts** ( 15 Periods )

Preparation of Trial Balance, Preparation of Final Accounts of Sole Traders and partnership firms

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**B) Practicals (Based on the above Units) : ( 10 Marks )**

1. Preparation of Journal entries and Ledger accounts
  2. Preparation of subsidiary books
  3. Preparation of Trial Balance
  4. Practical problems on Final Accounts of sole traders and partnership firms
  5. Practical problems on methods of depreciation
-

**Scheme of Internal Practical Evaluation**

**10 Marks**

1) **Submission of Record Book**

**5 Marks**

2) **Viva – Voce**

**5 Marks**

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**Reference Books –**

- 1) Advanced Accountancy – M.C. Shukla and T.S. Garewal.
- 2) Advanced Accountancy – S.C. Jain and K. L. Narang
- 3) Advanced Accountancy – S.M. Shukla.
- 4) Advanced Accountancy – S. N. Maheshwari.
- 5) Advanced Accountancy – R. L. Gupta.

**Bachelor of Vocation (B. Voc.) Part II - Sem. III**

**Retail Management and I. T.**

**Paper No. XX**

**Marketing Management - I**

Total Marks : 50 (Theory 40 + Practical 10 )      Theory : 4 lectures / week  
Practical : 2 lectures/week/batch

---

Objectives :

1. To enable the students to understand the concepts and principles of Marketing.
2. To develop skills of students in relation with application of marketing principles to retailing

**(A) Theory ( 40 Marks ) : Content of syllabus**

**Unit I Introduction** ( 15 Periods)

Meaning and Definition of Marketing- Features of Marketing- Importance of Marketing –  
Functions of Marketing - Core Concept of Marketing - Need, Want, Demand, Value and  
Satisfaction, Production, Concept, Product concept, selling concept Marketing concept,  
holistic Marketing concept

**Unit II Consumer Behaviour** ( 15 Periods )

Meaning and Significance of Consumer Behaviour- Factors affecting Consumer  
Behaviour- The Buying Decision process

**Unit III Market Segmentation** ( 15 Periods)

Concept and importance of Market Segmentation - Bases of market segmentation -  
Concept of Market Targeting and Positioning

**Unit IV Marketing Research** ( 15 Periods)

Meaning and Importance- Process of Marketing Research - scope/Areas of Marketing  
Research –Consumer Research, Market Research, Product Research, Sales Research,  
Advertising & Sales Promotional Research

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**(B) Practicals (Based on the above Units) : ( 10 Marks )**

1. Case – studies regarding marketing management
2. Survey regarding marketing in retail malls
3. Preparation of market research project report and viva –voce
4. Developing questionnaire and Interview schedule for understanding consumer behavior
5. Oral / Seminar

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**Scheme of Internal Practical Evaluation**

**10 Marks**

**1) Submission of Record Book**

**5 Marks**

**2) Viva – Voce**

**5 Marks**

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**Books recommended**

1. S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
2. Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
3. Marchannd & B.Vardharajan: An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
4. Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi.
5. Mohammad Amanatuallh : Principles of Modern Marketing. Kalyani Publications New Delhi.
6. Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.
7. Arun Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd.Ed.2007
8. Biplab S Bose – Marketing Management Himalaya publishing House, Edition -2009
9. William I. Stanton, Ajay Pandit-Marketing Concepts & Cases,- The McGraw Hill companies Ltd. New Delhi

**Bachelor of Vocation (B. Voc.) - Sem. I**  
**Retail Management and I. T.**  
**Paper No. XXI**  
**Retail Merchandising Management - I**

Total Marks – 50

Theory : 4 lectures / week--

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Objectives :

1. To enable the students to learn the basics of Retail merchandising and Category Management.
2. To develop the practical approach of the students relating to Retail merchandising and Category Management.

**(A) Theory ( 50 Marks ) : Content of syllabus**

**Unit I: Merchandise Planning** ( 15 Periods)

Merchandise planning – GMROI - Mark ups and Mark downs - Shrinkage in merchandising - IT and support systems in merchandising – merchandising organization

**Unit II : Buying in Retail** ( 15 Periods)

The buying function - Buying Methods and controls - Key buying activities –  
The buying organization - Best practices in Buying

**Unit III : Category Management:** ( 15 Periods)

Definition and benefits of Category management - Category management concept and process - Role of category manager

**Unit IV: Assortment Planning :** ( 15 Periods)

Assortment Planning Process - Need for trade-off between variety –  
Assortment and product availability - Assortment plan - Product mix trends.

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References :

1. Barry Berman and Joel R. Evans – Retailing Management – A strategic Approach , Prentice Hall of India
  2. James R. Ogden Denise Ogden – Integrated Retail Management – Biztantra
  3. Gibson G. Vedamani – Retail Management – Functional Principles and Practics, Jaico Publishing House
  4. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill
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**Bachelor of Vocation (B. Voc.) - Sem. I**

**Retail Management and I. T.**

**Paper XXII**

**Marketing and Visual Merchandising in Retail - II**

Theory : 4 lectures / week

Total Marks : 50

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Objectives :

1. To enable the students to learn the fundamentals of retail marketing and branding.
2. To develop the practical approach of the students relating to retail marketing and branding.

**(A) Theory ( 50 Marks ) - Content of syllabus**

**Unit I: Consumer behavior:** ( 15 Periods)

Definition, Consumer behavior and shopping patterns, Consumer psychology, Application of consumer behavior in retailing.

**Unit II : Retail Marketing and Advertising:** ( 15 Periods)

Marketing Strategies and Store positioning, Retail Marketing mix, Brand architecture, CRM, Direct and Micro marketing, Digital Marketing and Advertising.

**Unit III : Branding :** ( 15 Periods)

Definition of Brand, Importance of creating a brand, Brand Image, Factors influencing brand Image.

**Unit IV: Franchising in Retail:** ( 15 Periods)

Introduction and Definition, Types of franchisee, Franchisee operations, Success factors in Franchising.

References :

1. Barry Berman and Joel R. Evans – Retailing Management – A strategic Approach , Prentice Hall of India
  2. James R. Ogden Denise Ogden – Integrated Retail Management – Biztantra
  3. Gibson G. Vedamani – Retail Management – Functional Principles and Practics, Jaico Publishing House
  4. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill
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**Bachelor of Vocation (B. Voc.) Part II - Sem. III**

**Retail Management and I. T.**

**Paper No. XXIII**

**Computerised Accounting Practices for Retail – I**

Total Marks – 50

Theory : 4 lectures / week--

---

Objective : To impart basic computerized accounting knowledge as applicable to retail business.

**Content of syllabus**

**Unit I Computerised Accounting system** (10 Periods )

Introduction – Concept – Components -- Features – Manual V/s Computerised accounting system – Advantages and limitations of computerized accounting system – application of computerized accounting in retail

**Unit-II: Process of Computerization of Financial Accounting using Tally** (20 Periods )

Tally Fundamentals – Features of Tally – Creating Company Data –Introduction to Master creations --Need for classification of Groups & Ledgers

**Unit III: Creating of Masters in Tally** (15 Periods )

List of Commonly used Ledger Accounts – Procedure for Computerized Accounting – How to name an Account – Selecting a suitable Group – Procedure for Computerized Accounting

**Unit IV: Classification of Vouchers in Tally** (Without Inventory) (15 Periods )

Introduction Voucher type meaning of voucher-preparation and maintenance of various types of vouchers by Business concerns-types of vouchers.

- i) Payment vouchers – Petty cash vouchers, cash payment vouchers, Bank (Cheque) payment vouchers
- ii) Receipt vouchers – cash receipt vouchers, Bank receipt vouchers
- iii) Credit Invoices – Purchase Invoice, sales invoice, Debit or credit notes
- iv) Journal vouchers or Accrual vouchers --- with examples

## Reference Books -

1. Theory and practice of Computer Accounting, Rajan Chougule and Dhaval Chougule.
  2. Computer Fundamentals – Sinha and Sinha
  3. Computer for everyone – Jogi, Jain
  4. Basic for Beginners – Jain J. S.
  5. Hardware & Software of personal computer – Bose S. K.
  6. First look on Computer science – Rajgopalchari
  7. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
  8. Advanced Accountancy, S.C. Jain and K. L. Narang.
  9. Advanced Accountancy, S.N. Maheshwari
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**Bachelor of Vocation (B. Voc.) - Sem. III**

**Retail Management and I. T.**

**Paper No. XXIV**

**Laboratory Work - Retail Merchandising Management I**

Total Marks – 50

Practical : 4 lectures / week/per batch

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**Practicals :**

1. Study of IT systems used for merchandising by various retailers in and around Kolhapur city
  2. Preparation of Merchandising planning by various retailers in and around Kolhapur city.
  3. Visit and Make hierarchy chart of Category management of a fashion and lifestyle retailer.
  4. Identification of Best practices in buying in various retailers.
  5. Visit and Make hierarchy chart of Category management of a Supermarket.
  6. Visit and Make hierarchy chart of Category management of a retailer in electronics/Consumer goods/furniture.
  7. Visit and estimate GMROI/GMROF/GMROL of a retailer.
  8. Identify critical gaps in assortment planning of a retail outlet
- 

**Scheme of practical evaluation**

**Internal practical evaluation : 50 marks**

- |  |            |
|--|------------|
| i) Submission of practical record book | - 20 marks |
| ii) Submission of visit report         | - 15 marks |
| iii) Viva-voce                         | - 15 marks |
-

**Bachelor of Vocation (B. Voc.) - Sem. III**

**Retail Management and I. T.**

**Paper No. XXV**

**Laboratory Work - Marketing and Visual Merchandising in Retail I**

Total Marks : 50

Practical : 4 lectures / week/per batch

1. Statistical analysis of consumer behavior for a retailer in Kolhapur.
2. Prepare questionnaire and analyze results for ten customers vis-à-vis shopping patterns.
3. Identify the application of consumer behavior in retailing
4. Study various methods of advertising used by retailers in and around Kolhapur.
5. Identify digital marketing practices used by retailers in and around Kolhapur
6. Comparison of any three brands in apparel vis-à-vis their image, size, consumer perception and volumes.
7. Comparison of any three brands in electronics/consumer goods vis-à-vis their image, size, consumer perception and volumes.
8. Analyze and compare two different franchisee stores and identify their success factors.

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**Scheme of practical evaluation**

**Internal practical evaluation : 50 marks**

- |  |   |          |
|--|---|----------|
| i) Submission of practical record book | - | 20 marks |
| ii) Submission of visit report         | - | 15 marks |
| iii) Viva-voce                         | - | 15 marks |
-

**Bachelor of Vocation (B. Voc.) - Sem. III**  
**Retail Management and I. T.**  
**Paper No. XXVI**  
**Computerised Accounting Practices for Retail - I**

Total Marks – 50

Practical : 4 lectures / week/per batch

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**Practicals :**

1. Understanding the application of computerized accounting practices in Retail Malls in and around Kolhapur city
  2. Listing out the basic features and advantages of computerized accounting in Retail Malls in and around Kolhapur city
  3. Practicals based on Financial accounting using Tally
  4. Practicals related with Classification of Ledger Accounts using Groups
  5. Creating Ledger Accounts
  6. Observing procedure of computerized accounting in retail malls
  7. All Accounting Problems
  8. Preparation and maintenance of vouchers by various retailers in and around Kolhapur city
- 

**Scheme of practical evaluation**

**Internal practical evaluation : 50 marks**

- i) Submission of practical record book - 20 marks
- ii) Submission of visit report - 15 marks
- iii) Viva-voce - 15 marks



5. Solving the problems on conversion of Single Entry system into Double entry system.
6. Oral / Seminar

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**Scheme of Internal Practical Evaluation**

**10 Marks**

- |                              |         |
|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce               | 5 Marks |

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**Reference Book:**

- 1) Advanced Accountancy, M. C. Shukla and T. S. Garewal.
- 2) Advanced Accountancy, S.C. Jain and K. L. Narang.
- 3) Advanced Accountancy, S.N. Maheshwari.
- 4) Theory and practice of Computer Accounting, Rajan Chougule and Dhaval Chougule.

**Web sites:**

- 1) [www.nos.org](http://www.nos.org)
  - 2) [www.wiki.answers.com](http://www.wiki.answers.com)
  - 3) [Chow.com](http://Chow.com)
-



**(B) Practicals (Based on the above Units) : ( 10 Marks )**

1. Study of advertising media used by Retailers in and around Kolhapur city
2. Case – studies regarding e-commerce, on-line pricing etc.
2. Survey regarding marketing practices in retail malls
3. Preparation of creative advertising for retail
4. Oral / Seminar
5. Group discussion on media of advertising

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**Scheme of Internal Practical Evaluation**

**10 Marks**

- |                              |         |
|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce               | 5 Marks |

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**Books recommended**

1. S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
2. Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
3. Marchand & B.Vardharajan: An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
4. Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi.
5. Mohammad Amanatullah : Principles of Modern Marketing. Kalyani Publications New Delhi.
6. Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.
7. Arun Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd.Ed.2007
8. Biplab S. Bose – Marketing Management Himalaya publishing House, Edition -2009
9. William I. Stanton, Ajay Pandit-Marketing Concepts & Cases,- The McGraw Hill companies Ltd. New Delhi

**Bachelor of Vocation (B. Voc.) - Sem. I**

**Retail Management and I. T.**

**Paper No. XXX**

**Retail Merchandising Management II**

Total Marks – 50

Theory : 4 lectures / week

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**Objectives :**

1. To enable the students to learn Retail pricing and Supply chain Management
2. To develop the practical approach of the students relating to Retail pricing and Supply chain Management.

**(A) Theory ( 50 Marks ) : Content of syllabus**

**Unit I: Pricing strategies:**

(15 Periods )

Factors influencing pricing, pricing strategies, Store level pricing strategies, Online pricing, Governance of pricing in India

**Unit II : Private labels:**

(15 Periods )

Role and evolution, Global and Indian scenario, Factors influencing Private label development and promotion, Transition from private labels to store brands.

**Unit III : Supply chain Management:**

(15 Periods )

Supply chain management in Retail, Efficient inventory planning, Collaborative planning, Forecasting and Replenishment (CPFR), Retail automation and supply chain management

**Unit IV: Online category Management :**

(15 Periods )

Online category management, Traffic drivers, profit drivers, loyalty builders, Behavioral Merchandising

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**References :**

1. Barry Berman and Joel R. Evans – Retailing Management – A strategic Approach , Prentice Hall of India
2. James R. Ogden Denise Ogden – Integrated Retail Management – Biztantra
3. Gibson G. Vedamani – Retail Management – Functional Principles and Practics, Jaico Publishing House
4. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill

**Bachelor of Vocation (B. Voc.) - Sem. I**

**Retail Management and I. T.**

**Paper No. XXXI**

**Marketing and Visual Merchandising in Retail II**

Total Marks : 50

Theory : 4 lectures / week

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**Objectives :**

1. To enable the students to learn about selling skills and visual merchandising in retailing.
2. To develop the practical approach of the students relating to retail selling skills and visual merchandising

**(A) Theory ( 50 Marks ) : Content of syllabus**

**Unit I: Retail Selling :**

(15 Periods )

Retail selling process - Understanding customer needs - product presentation - Impulse purchase - up selling - add on selling

**Unit II : Visual Merchandising (VM):**

(15 Periods )

Definition and Importance of VM - Role of VM in Retailing - Job description of Visual merchandiser

**Unit III : Visual merchandising and Displays:**

(15 Periods )

Types of displays - Shop displays - In store displays - Window displays - Impact of displays on buying - Best practices in VM

**Unit IV: Visual Communication Mediums :**

(15 Periods )

Mediums of visual communication - Types of signage - Types of mannequins fixtures used for Visual Merchandising - Types of circulations and its impact.

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**References :**

1. Barry Berman and Joel R. Evans – Retailing Management – A strategic Approach , Prentice Hall of India
  2. James R. Ogden Denise Ogden – Integrated Retail Management – Biztantra
  3. Gibson G. Vedamani – Retail Management – Functional Principles and Practics, Jaico Publishing House
  4. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill
-

**Bachelor of Vocation (B. Voc.) Part II - Sem. IV**  
**Retail Management and I. T.**  
**Paper No. XXXII**  
**Computerised Accounting Practices for Retail – II**

Total Marks – 50

Theory : 4 lectures / week

---

**Objective :** To impart basic computerized accounting knowledge and skill as applicable to retail business.

**Content of syllabus :**

**Unit I: Books of Account** (15 Periods)

Subsidiary Books – Books of Original Entry – Cash Book – Petty Cash Book – Bank Book – Sales Book or Sales Register – Purchase Book or Purchase Register – Return Inward Book or Debit Note Register – Return Outward Book or Credit Note Register – Bills Receivable Book – Bills Payable Book – General Proper – Memorandum Register

**Unit II : Financial Transactions and their Source Documents** (15 Periods )

Receipts – in cash – Receipts – through Bank – Cash Payments – Payments by Cheque – Sale of Goods and Return Inward – Purchase of Goods and Return Outward – Sale of Fixed Assets – Purchase of Fixed Assets – Expenses in Cash or by Banks – Expenses on Credit – Book Entries

**Unit III General Reporting in Tally** (15 Periods)

Accounts books- statement of inventory-Statutory Reports-Balance sheet – Profit & loss A/c and other reports in Tally.

**Unit IV : Value Added Tax** (15 Periods )

Introduction to VAT –Purchase & Sale vouchers of VAT – Capital Goods Purchase sales in VAT – Payment of Tax and Filling Report

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### **Reference Books -**

1. Theory and practice of Computer Accounting, Rajan Chougule and Dhaval Chougule.
  2. Computer Fundamentals – Sinha and Sinha
  3. Computer for everyone – Jogi, Jain
  4. Basic for Beginners – Jain J. S.
  5. Hardware & Software of personal computer – Bose S. K.
  6. First look on Computer science – Rajgopalchari
  7. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
  8. Advanced Accountancy, S.C. Jain and K. L. Narang.
  9. Advanced Accountancy, S.N. Maheshwari.
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**Bachelor of Vocation (B. Voc.) - Sem. IV**  
**Retail Management and I. T.**  
**Paper No. XXXIII**  
**Laboratory Work - Retail Merchandising II**

Total Marks – 50

Practical : 4 lectures / week/per batch

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**Practicals :**

1. Study of various pricing strategies used by retailers
  2. Identify factors influencing pricing strategy of four local products in Kolhapur city
  3. Find out the role of private labels in Retail malls in Kolhapur city
  4. Visit and prepare Statistical study of private labels for a apparel retailer in Kolhapur
  5. Visit and prepare Statistical study of private labels for a FMCG retailer in Kolhapur
  6. Prepare case study on Online category management of an e-commerce website
  7. Understand the supply chain management in retailers in and around Kolhapur city
  6. Study automation systems used for supply chain management by a retailer.
- 

**Scheme of practical evaluation**

**Internal practical evaluation : 50 marks**

- |  |   |          |
|--|---|----------|
| i) Submission of practical record book | - | 20 marks |
| ii) Submission of visit report         | - | 15 marks |
| iii) Viva-voce                         | - | 15 marks |
-

**Bachelor of Vocation (B. Voc.) - Sem. IV**  
**Retail Management and I. T.**  
**Paper No. XXXIV**  
**Marketing and Visual Merchandising in Retail II**

Total Marks : 50

Practicals : 4 lectures / week/per batch

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**Practicals**

1. Role play- Best practices in Retail selling
2. Role play- Detailed product presentation of any one product
3. Create display for X'mas theme using mannequins and backdrop
4. Create display for Diwali theme using mannequins and backdrop Mock Retail store operations
5. Identify the job description of Visual merchandiser
6. Identify various types of displays in retail malls in Kolhapur city
7. Create display for Summer season theme using mannequins and backdrop
8. Create display for winter theme using mannequins and backdrop

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**Scheme of practical evaluation**

**Internal practical evaluation : 50 marks**

- |  |   |          |
|--|---|----------|
| i) Submission of practical record book | - | 20 marks |
| ii) Submission of visit report         | - | 15 marks |
| iii) Viva-voce                         | - | 15 marks |
-

**Bachelor of Vocation (B. Voc.) II- Sem. IV**

**Retail Management and I. T.**

**Paper No. XXXV**

**Laboratory Work - Computerised Accounting Practices for Retail - II**

Total Marks – 50

Practical : 4 lectures / week/per batch

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**Practicals :**

1. Identification of books of accounts in retail malls in Kolhapur city
  2. Preparation of books of accounts using computerized system
  3. Creating sundry debtor and sundry creditor ledger accounts
  4. Understanding financial transactions and their source documents
  5. Preparation of statutory and other Reports
  6. Preparation of Profit and Loss account and Balance sheet of retailers
  7. Practicals related with VAT, Payment of Tax and Filling Report
  8. All Accounting Problems
- 

**Scheme of practical evaluation**

**Internal practical evaluation : 50 marks**

- |  |   |          |
|--|---|----------|
| i) Submission of practical record book | - | 20 marks |
| ii) Submission of visit report         | - | 15 marks |
| iii) Viva-voce                         | - | 15 marks |
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**B. Voc Three Years Integrated Course (Diploma, Advanced Diploma and Degree In  
Retail Management and I. T.**

**Guidelines and rules for semester system**

**Implemented from Academic year 2014-2015 under the Faculty of Commerce**

**B. Voc 3 Years Integrated Course (Diploma, Advanced Diploma and Degree)**

**R. B. Voc:1**

**Eligibility Criteria**

- a. The candidate passed in 10 + 2 (from any faculty) examination with minimum 35% marks.
- b. The merit list will be prepared considering marks of board exam.
- c. Reservation quota for admission will be as per the rules of the State Government as implemented time to time.
- d. As and when required, the entrance examination will conducted by concerned institute be of 100 marks (2 mark per question) and multiple choice question based on XII<sup>th</sup> Syllabi and merit list will be prepared considering 50 % marks of board examination (XII<sup>th</sup>) and 50% marks of entrance examination.
- e. No gap certificate is required for the admission process (B.Voc I, II and III).

**R. B. Voc.: 2**

**There shall be the Semester system of examination. Each paper in each semester shall Carry 50 marks. Nature of Question Paper for theory and practical examination will be as mentioned in syllabus-**

**The practical and Internal assessment will be as mentioned in the syllabus.**

- a) Practical examination and assessment - Internal and External Examination and assessment will be compulsory for all students. If a student fails/absent in internal and external Examination then he/she will have to clear the internal and external Examination in subsequent attempt/s in following semester.

**(i) Theory Examination** – At the end of semester as per Shivaji University Rules

- (ii) Practical Examination** –
  - i) In the 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> semester of B. Voc. there will be internal assessment of practical record, related report submission and project reports at the end of semester.
  - ii) In the second semester of B. Voc. I, there will be internal practical examination at the end of semester.
  - iii) In the 4<sup>th</sup> and 6<sup>th</sup> semester of B. Voc. there will be external practical examination at the end of semester .

### **R. B. Voc.:3**

#### **(i) Standard of passing**

- a) The Standard of passing shall be 35% where the student will have to score 18 marks out of 50, 14 marks out of 40 and 4 Marks out of 10.
- b) Rules of ATKT are as mentioned below.

(i) Internal Examination will be compulsory for all students. If the student is absent/fail in internal examination then he/she will have to clear the internal examination in subsequent attempts in following semester. There will be a separate head of passing in Theory and internal and external Practical examination. However, ATKT rules will be followed in respect of Theory & practical papers only. The student is allowed to keep term in the third and fifth semester even if he/she has failed in three or less than three heads (i.e. theory & practical) of passing earlier two semesters taken together. However he/she shall have to clear all the papers of semester I & II before taking admission to the fifth semester.

(ii) In the 5<sup>th</sup> semester every student has to complete internship of 60 hours in concerned industry.

### **R. B. Voc: 4**

#### **Award of Degree:**

- i) B. Voc. is a six semester integrated course spread over the period of 3 years. The course of B. Voc. will be 3 year integrated course commencing from the years as mentioned below:

**B.Voc. - Semester I and II ( Diploma) from Academic year 2014-15**

**B.Voc. - Semester III and IV(Advanced Diploma) from Academic year 2015-16**

**B.Voc. - Semester V and VI ( Degree) from Academic year 2016-17**

The candidate may take exit after one years of successful completion of the course. After successful completion of one years (**Semester I to II**), the candidate will get '**Diploma in Retail Management and I. T.**'. After successful completion of two years (**Semester I to IV**), the candidate will get '**Advanced Diploma in Retail Management and I. T**'. The students those who have completed the entire three years (**Semester I to VI**) integrated course shall be awarded **B. Voc Degree in Retail Management and I. T** inclusive of Diploma and Advanced Diploma.

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