



Programme: B Voc (RETAIL MANAGEMENT) Semester: I

Course Code AEC	UM01AEBVR01	Title of the Course	General English I
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	The programme has been designed to make the learner proficient in the use of communicative English and enhance his/her ability in writing skills in the English Language
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Course Content		
	Description	Weightage
1.	<p>Text: A collection of short stories Name of the Text: Prism: An Anthology of Short Stories Section I - Glimpses of the World (Cambridge University Press)</p> <ol style="list-style-type: none">1. My Thai Cat by Pratoomratha Zeng2. The Father by Bjornsterne Bjornsen3. God Sees the Truth, but Waits by Leo Tolstoy <p>(four text-based short questions may be asked)</p>	50%
2.	<p>Grammar:</p> <ul style="list-style-type: none">• Tenses: Present Simple, Present Progressive, Present Perfect, Present Perfect Progressive, Past Simple, Past Progressive, Past Perfect, Future Tense Simple• Modal Auxiliaries (shall, should, will, would, can, could, may, might, must, ought to, need, dare, used to)• Articles (a, an, the)• Concord (Subject Verb Agreement) <p>Vocabulary:</p> <p>Words often confused – 25 pairs of words. Refer to the words given after references.</p> <ul style="list-style-type: none">• Objective Type Questions may be asked	50%





Teaching- Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Course Outcomes: After completion of the course, the learner	
1.	<ul style="list-style-type: none">• Develops proficiency in Communicative English• Interprets the language with enriched vocabulary• Employs the basic concepts of the English language for practical purposes.





Sr. No.	References
	<ul style="list-style-type: none">• Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)• Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)• Business Communication – U S Rai & S M Rai (Himalaya Publishing House, Mumbai)• Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)• Effective Business Communication – M V Rodriques (Concept Publishing House)• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushplata (OUP)• English Grammar in Use – Murphy Raymond (Cambridge University Press)

On-line resources to be used as and when required.





List of Words (Vocabulary)		
1	Accept	Except
2	Access	Excess
3	Bail	Bale
4	Beside	Besides
5	Boast	Boost
6	Bridal	Bridle
7	Carton	Cartoon
8	Caste	Cast
9	Cite	Site
10	Coast	Cost
11	Complement	Compliment
12	Confident	Confidant
13	Congenial	Congenital
14	Damage	Damages
15	Dear	Deer
16	Decease	Disease
17	Defer	Differ
18	Deprecate	Depreciate
19	Elicit	Illicit
20	Eligible	Illegible
21	Emigrant	Immigrant
22	Empathy	Sympathy
23	Facilitate	Felicitate
24	Heal	Heel
25	Industrial	Industrious





BVOC (RETAIL MANAGEMENT) SEMESTER : I

Multidisciplinary Course on Introduction to Indian Knowledge Systems

Course Code	UM01IKBVR01	Title of the Course	Introduction to Indian Knowledge Systems
Total Credits of the Course	2	Total Hours	2

Course Objectives:	<p>The course will enable the student teachers to</p> <ul style="list-style-type: none">• Examine the concept of Bhartiya concept of spirituality and its various paths.• Examine the Bhartiya philosophy of life derived from Shashtras (ancient scriptures) and its implications for the Bhartiya lifestyle.• Analyse the concept of Indian Knowledge Systems (IKS) and emphasize its importance in preserving and disseminating indigenous knowledge.• Highlight the contributions of IKS to the world, particularly in the fields of mathematics and astronomy.• Explore the Bhartiya wisdom related to life sciences.• Study the science of architecture in ancient India with reference to significant sites.• Provide an overview of Ayurveda, including its concepts, branches, important books, and pioneers in the field.• Explore Bhartiya literature and the Bhartiya theory of aesthetics and rasa in various art forms.
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Course Content		
Unit	Description	Weightage* (%)
1	<p>Spiritual Bharat and Introduction to IKS</p> <ul style="list-style-type: none">• Bhartiya Concept of Spirituality : Gyaan Marg, Bhakti Marg, Karm marg, Yog Marg• Bhartiya Spiritual Thinking Leading to Unity• Bhartiya Philosophy of Life Derived from Shashtras and its Implications for Bhartiya Life Style• Introduction to IKS and Its Importance• Introduction of Various Indian Knowledge Systems	50 %
2	<p>Contribution of IKS to the World</p> <ul style="list-style-type: none">• Bhartiya Contribution in Mathematics and Astronomy• Bhartiya Wisdom related to Life Science: Physics, Chemistry, Botany• Bhartiya Science of Architecture with reference to Lothal, Mohan Jo Daro, Dholavira, Temple Architecture	50 %



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	<ul style="list-style-type: none">• Ayurveda : Concept, Branches, Books and Pioneers• Bhartiya Literature and Bhartiya Theory of Aesthetics and Rasa	
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Teaching-Learning Methodology	Lecture-cum-discussion, Group Discussion, Presentations, Seminars, tutorials, Research Exercises
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination Internal Continuous Assessment in the form of Practical, Vivavoce, Quizzes, Seminars, Assignments, Attendance	30%
2.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand the diverse paths of spirituality in Bhartiya culture, including Gyaan Marg, Bhakti Marg, Karm Marg, and Yog Marg, and recognize their significance in individual and collective spiritual growth.
2.	Evaluate the Bhartiya philosophy of life derived from Shashtras and analyze its implications for contemporary Bhartiya lifestyles, fostering a deeper understanding of the connection between spirituality and everyday life.
3.	Explain the concept of Indian Knowledge Systems (IKS) and recognize its importance in preserving and promoting indigenous knowledge, fostering a sense of cultural identity and pride.
4.	Demonstrate knowledge of various Indian knowledge systems, such as Ayurveda, Vedic sciences, Yoga, Vedanta, and Jyotish, and appreciate their contributions to human knowledge and well-being.
5.	Recognize and appreciate the significant contributions of IKS to the world, particularly in the fields of mathematics and astronomy, and understand their impact on modern scientific advancements.
6.	Analyze the Bhartiya wisdom related to life sciences, including physics, chemistry, and botany, as described in ancient texts, and understand their relevance and potential applications in contemporary scientific research.
7.	Identify and analyze the unique architectural features and principles of ancient Indian sites like Lothal, Mohenjo-daro, Dholavira, and temple architecture, understanding their cultural, historical, and spiritual significance.





Suggested References:

- જયેન્દ્ર દવે . (૧૯૮૬). ભારતીય યજ્ઞોદ્ધેશિકા ચિંતન. અમદાવાદ: નવીવસંત ગર નિમાર્ બોર
- કંગલ કશબેર શર્મા. (૨૦૦૦). વૈદ્યયોગ ભારત. ક્ષત્રી: સંઘના સતક પકાશન
- સવામી વિદ્યાતત્ત્વજ્ઞ (૧૯૯૪). ભારતને ઓળખીએ. અમદાવાદ: રણાયબલ પબ્લીકેશન
- Radhakrishnan, S. (1992). The Hindu View of Life. HarperCollins Publishers.
- Singh, A. P., & Yagnik, S. (Eds.). (2019). Indian Knowledge Systems: Understanding the Human Uniqueness. Springer.
- Frawley, D., & Ranade, S. (2001). Ayurveda, Nature's Medicine. Lotus Press.
- Lad, V., & Frawley, D. (1986). The Yoga of Herbs: An Ayurvedic Guide to Herbal Medicine. Lotus Press.
- Dasgupta, S. (1947). A History of Indian Philosophy. Cambridge University Press.
- Pollock, S. (2006). The Language of the Gods in the World of Men: Sanskrit, Culture, and Power in Premodern India. University of California Press.
- Sarma, K. V. (2008). Indian Astronomy: A Source-Based Approach. National Council of Education Research and Training.
- Narlikar, J. V., & Padmanabhan, T. (Eds.). (2016). Development of Physics in India. Springer.
- Mahdihassan, S. (1982). Ancient Indian Botany: Its Bearing on Art and Literature. Deccan College Post-Graduate and Research Institute.

Online References :

- Indian Knowledge Systems Vol 1 <https://iks.iitgn.ac.in/wp-content/uploads/2016/01/Indian-Knowledge-Systems-Kapil-Kapoor.pdf>
- <http://www.indianscience.org/index.html>
- Traditional Knowledge Systems of India <https://www.sanskritimagazine.com/india/traditional-knowledge-systems-of-india/>
- <https://orientviews.wordpress.com/2013/08/21/how-colonial-india-destroyed-traditional-knowledge-systems/>
- <https://www.thebetterindia.com/63119/ancient-india-science-technology/>
- <https://orientviews.wordpress.com/2013/08/21/how-colonial-india-destroyed-traditional-knowledge-systems/>

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B.VOC.: (Retail Management) SEMESTER -I

Course Code	UM01MABVR01	Title of the Course	Retail Sales Associates
Total Credits of the Course	18	Hours per Week	06

Course Objectives	The course intends to expose the student to in depth learning about different aspects related to retail management.
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Unit	Course Description	Weightage (%)
1.	<p>PROCESS CREDIT APPLICATIONS FOR PURCHASES</p> <ul style="list-style-type: none"> • Identify the customer's needs for credit facilities. • Explain to the customer the features and conditions of credit facilities. • Encourage customers to seek clarifications and respond to them • Identify documents needed for applying for credit • State the necessary credit checks and authorization procedures. • Identify how and whom to approach for resolving difficulties in processing applications. 	
2.	<p>KEEP THE STORE SECURE</p> <ul style="list-style-type: none"> • Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so. • Follow company policy and legal requirements when dealing with security risks. • Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person. • Use approved procedures and techniques for protecting your personal safety when security risks arise. • Follow company policies and procedures for maintaining security while you work. • Follow company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work. 	
3.	<p>MAINTAIN HEALTH AND SAFETY</p> <ul style="list-style-type: none"> • Follow company procedures and legal requirements for dealing with accidents and emergencies. • Speak and behave in a calm way while dealing with accidents and emergencies. • Report accidents and emergencies promptly, accurately and to the right person. • Recognise when evacuation procedures have been started and following company procedures for evacuation. • Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same • Promptly take the approved action to deal with risks if you are authorised to do so. <p>If you do not have authority to deal with risks, report them</p>	

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	<p>promptly to the right person.</p> <ul style="list-style-type: none"> • Use equipment and materials in line with the manufacturer's instructions 	
4.	<p>DEMONSTRATE PRODUCTS TO CUSTOMERS</p> <ul style="list-style-type: none"> • Prepare the demonstration area and check that it can be used safely. • Check you have the equipment and products you need to give the demonstration. • Explain the demonstration clearly and accurately to the customer. • Present the demonstration in a logical sequence of steps and stages. • Cover all the features and benefits you think are needed to gain the customer's interest. • Promptly clear away the equipment and products at the end of the demonstration and connect with the customer 	
5.	<p>HELP CUSTOMERS CHOOSE RIGHT PRODUCTS</p> <ul style="list-style-type: none"> • Find out which product features and benefits interest individual customers and focus on these when discussing products. • Describe and explain clearly and accurately relevant product features and benefits to customers. • Compare and contrast products in ways that help customers choose the product that best meets their needs. • Check customers' responses to your explanations, and confirm their interest in the product. • Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill. • Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill. • Constantly check the store for security, safety and potential sales whilst helping customers. • Give customers enough time to evaluate products and ask questions. • Handle objections and questions in a way that promotes sales and keeps customer's confidence. • Identify the need for additional and associated products and take the opportunity to increase sales. • Clearly acknowledge the customer's buying decisions. • Clearly explain any customer rights that apply. • Clearly explain to the customer where to pay for their purchases 	
6.	<p>PROVIDE SPECIALIST SUPPORT TO CUSTOMERS FACILITATING PURCHASES</p> <ul style="list-style-type: none"> • Talk to customers politely and in ways that promote sales and goodwill. • Use the information the customer gives you to find out what they are looking for. • Help the customer understand the features and benefits of the products they have shown an interest in. • Explain clearly and accurately the features and benefits 	

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	<p>of products and relate these to the customer's needs.</p> <ul style="list-style-type: none"> • Promote the products that give the best match between the customer's needs and the store's need to make sales. • Spot and use suitable opportunities to promote other products where these will meet the customer's needs. • Control the time you spend with the customer to match the value of the prospective purchase. • Constantly check the store for safety, security and potential sales while helping individual customers. • Find out if the customer is willing to see a demonstration. • Set up demonstrations safely and in a way that disturbs other people as little as possible. • Check you have everything you need to give an effective demonstration. • Give demonstrations that clearly show the use and value of the product. • Where appropriate, offer customers the opportunity to use the product themselves. • Give the customer enough chance to ask questions about the products or services you are demonstrating to them. • Check that the store will be monitored for security, safety and potential sales while you are carrying out demonstrations. 	
7.	<p>MAXIMIZE SALES OF GOODS & SERVICES</p> <ul style="list-style-type: none"> • Identify promotional opportunities and estimate their potential to increase sales. • Identify promotional opportunities, which offer the greatest potential to increase sales. • Report promotional opportunities to the right person. • Fill in the relevant records fully and accurately. • Tell customers about promotions clearly and in a persuasive way. • Identify and take the most effective actions for converting promotional sales into regular future sales. • Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person. • Record clearly and accurately the results of promotions. 	
8.	<p>PROVIDE PERSONALIZED SALES & POST-SALES SERVICE SUPPORT</p> <ul style="list-style-type: none"> • Use available information in the client records to help you prepare for consultations. • Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand. • Quickly create a rapport with the client at the start of the consultation. • Talk and behave towards the client in ways that project the company image effectively. • Ask questions that encourage the client to tell you about their buying needs, preferences and priorities. • Where appropriate, tactfully check how much the client wants to spend. • Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs. 	

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	<ul style="list-style-type: none"> • Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs. • Make recommendations to the client in a confident and polite way and without pressuring them. • Pace client consultations so you make good use of your selling time while • Follow the company's procedures for • keeping client records up-to-date. • Record client information accurately and store it in the right places in your company's system. • Keep client information confidential and share it only with people who have a right to it. • Keep to clients' wishes as to how and when you may contact them. • Follow your company's policy and procedures for contacting clients. • Where you cannot keep promises to clients, tell them promptly and offer any other suitable products or services • 	
9.	<p>CREATE A POSITIVE IMAGE OF SELF & ORGANIZATION IN THE CUSTOMER'S MIND</p> <ul style="list-style-type: none"> • Meet your organisation's standards of appearance and behaviour. • Greet your customer respectfully and in a friendly manner. • Communicate with your customer in a way that makes them feel valued and respected. • Identify and confirm your customer's expectations. • Treat your customer courteously and helpfully at all times. • Keep your customer informed and reassured. • Adapt your behaviour to respond effectively to different customer behaviour. • Respond promptly to a customer seeking assistance. • Select the most appropriate way of communicating with your customer. • Check with your customer that you have fully understood their expectations. • Respond promptly and positively to your customers' questions and comments. • Allow your customer time to consider your response and give further explanation when appropriate. • Quickly locate information that will help your customer. • Give your customer the information they need about the services or products offered by your organisation. • Recognise information that your customer might find complicated and check whether they fully understand. <p>Explain clearly to your customers any reasons why their needs or expectations cannot be met.</p>	
	<p>RESOLVE CUSTOMER CONCERNS</p> <ul style="list-style-type: none"> • Identify the options for resolving a customer service problem. • Work with others to identify and confirm the options to resolve a customer service problem. • Work out the advantages and disadvantages of each option for your customer and your organisation. 	

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10.	<ul style="list-style-type: none"> • Pick the best option for your customer and your organisation. • Identify for your customer other ways that problems may be resolved if you are unable to help. • Identify the options for resolving a customer service problem. • Work with others to identify and confirm the options to resolve a customer service problem. • Work out the advantages and disadvantages of each option for your customer and your organisation. • Pick the best option for your customer and your organisation. • Identify for your customer other ways that problems may be resolved if you are unable to help. • Discuss and agree the options for solving the problem with your customer. • Take action to implement the option agreed with your customer. • Work with others and your customer to make sure that any promises related to solving the problem are kept. • Keep your customer fully informed about what is happening to resolve the problem. • Check with your customer to make sure the problem has been resolved to their satisfaction. • Give clear reasons to your customer when the problem has not been resolved to their satisfaction. 	
11.	<p>ORGANIZE THE DELIVERY OF RELIABLE SERVICE</p> <ul style="list-style-type: none"> • Plan, prepare and organise everything you need to deliver a variety of services or products to different types of customers. • Organise what you do to ensure that you are consistently able to give prompt attention to your customers. • Reorganise your work to respond to unexpected additional workloads. • Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down. • Consistently meet your customers' expectations. • Balance the time you take with your customers with the demands of other customers seeking your attention. • Respond appropriately to your customers when they make comments about the products or services you are offering. • Alert others to repeated comments made by your customers. • Take action to improve the reliability of your service based on customer comments. • Monitor whether the action you have taken has improved the service you give to your customers. • Record and store customer service information accurately following organizational guidelines. • Select and retrieve customer service information that is relevant, sufficient and in an appropriate format. • Quickly locate information that will help solve a customer's query. • Supply accurate customer service information to others using the most appropriate method of communication. 	

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12.	<p>IMPROVE CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> • Select and use the best method of communication to meet your customers' expectations. • Take the initiative to contact your customers to update them when things aren't going to plan or when you require further information. • Adapt your communication to respond to individual customers' feelings • Meet your customers' expectations within your organization's service offer. • Explain the reasons to your customers sensitively and positively when their expectations cannot be met. • Identify alternative solutions for your customers either within or outside the organisation • Identify the costs and benefits of these solutions to your organisation and to your customers. • Negotiate and agree solutions with your customers, which satisfy them and are acceptable to your organisation. • Take action to satisfy your customers with the agreed solution. • Make extra efforts to improve your relationship with your customers. • Recognise opportunities to exceed your customers' expectations. • Take action to exceed your customers' expectations within the limits of your own authority. • Gain the help and support of others to exceed your customers' expectations. 	
13.	<p>MONITOR AND SOLVE SERVICE CONCERNS</p> <ul style="list-style-type: none"> • Respond positively to customer service problems following organisational guidelines. • Solve customer service problems when you have sufficient authority. • Work with others to solve customer service problems. • Keep customers informed of the actions being taken. • Check with customers that they are comfortable with the actions being taken. • Solve problems with service systems and procedures that might affect customers before they become aware of them. • Inform managers and colleagues of the steps taken to solve specific problems. • Identify repeated customer service problems. • Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option. • Work with others to select best options for solving repeated customer service problems, balancing customer expectations with needs of your organization. • Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated. • Action your agreed solution. • Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems. • Monitor the changes you have made and adjust them if appropriate. 	

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14.	<p>PROMOTE CONTINUOUS IMPROVEMENT IN SERVICE</p> <ul style="list-style-type: none"> • Gather feedback from customers that will help to identify opportunities for customer service improvement. • Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes. • Discuss with others the potential effects of any proposed changes for your customers and your organisation. • Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change. • Organise the implementation of authorised changes. • Implement the changes following organisational guidelines. • Inform people inside and outside your organisation who need to know of the changes being made and the reasons for them. • Monitor early reactions to changes and make appropriate fine-tuning adjustments. • Collect and record feedback on the effects of changes. Analyze and interpret feedback and share your findings on the effects of changes with others. • Summarise the advantages and disadvantages of the changes. • Use your analysis and interpretation of changes to identify opportunities for further improvement. • Present these opportunities to somebody with sufficient authority to make them happen 	
15.	<p>WORK EFFECTIVELY IN A RETAIL TEAM</p> <ul style="list-style-type: none"> • Display courteous and helpful behaviour at all times. • Take opportunities to enhance the level of assistance offered to colleagues. • Meet all reasonable requests for assistance within acceptable workplace timeframes. • Complete allocated tasks as required. • Seek assistance when difficulties arise. • Use questioning techniques to clarify instructions or responsibilities. • Identify and display a non-discriminatory attitude in all contacts with customers and other staff members. • Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact. • Follow personal hygiene procedures according to organizational policy and relevant legislation. • Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task. • Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying. • Ask questions to seek and clarify workplace information. • Plan and organise <i>daily work routine</i> within the scope of the job role. • Prioritise and complete <i>tasks</i> according to required timeframes. • Identify <i>work and personal priorities</i> and achieve a balance between competing priorities. 	

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16.	<p>WORK EFFECTIVELY IN YOUR ORGANIZATION</p> <ul style="list-style-type: none"> • Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available. • Make realistic commitments to colleagues and do what you have promised you will do. • Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives. • Encourage and support colleagues when working conditions are difficult. • Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect. • Follow the company's health and safety procedures as you work. • Discuss and agree with the right people goals that are relevant, realistic and clear. • Identify the knowledge and skills you will need to achieve your goals. • Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning. • Regularly check your progress and, when necessary, change the way you work. • Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance. • Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide. • Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice. • Give clear, accurate and relevant information and advice relating to tasks and procedures. • Explain and demonstrate procedures clearly, accurately and in a logical sequence. • Encourage colleagues to ask questions if they don't understand the information and advice you give them. • Give colleagues opportunities to practice new skills, and give constructive feedback. • Check that health, safety and security are not compromised when you are helping others to learn. 	
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Units have the same weightage in the evaluation as suggested in the course outline.

Teaching – Learning Methodology	Lecture Method, Online Lectures, Group Discussion
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Evaluation Pattern		
Number	Details of Evaluation	Weightage
3.	Examination conduct by RASCI	100%

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Students have to score a minimum of 50% (Fifty Percentage) to pass the course.

No.	Course Out comes: Having completed this course,
1.	Process Credit Applications For Purchases
2.	Keep The Store Secure
3.	Maintain Health And Safety
4.	Demonstrate Products To Customers
5.	Help Customers Choose Right Products
6.	Provide Specialist Support To Customers
7.	Facilitating Purchases
8.	Maximize Sales Of Goods & Services
9.	Create A Positive Image Of Self & Organization In The CustomersMind
10.	Resolve Customer Concerns
11.	Organize The Delivery Of Reliable Service
12.	Improve Customer Relationship
13.	Monitor And Solve Service Concerns
14.	Promote Continuous Improvement In Service
15.	Work Effectively In A Retail Team
16.	Work Effectively In Your Organization



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B.VOC.: (RETAIL MANAGEMENT) SEMESTER -I

Course Code	UM01MABVR02	Title of the Course	BUSINESS ORGANIZATION AND MANAGEMENT -I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	The course aims to provide basic knowledge to the students about the Organization and Management of a Business Enterprise.
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Unit	Course Description	Weightage (%)
1.	Nature & Scope of Business Concept of business Characteristics of business Classification of business activities Interrelation ship between industry ,commerce, trade, Functions of business	25%
2.	Forms of business organization Sole proprietorship: Concept, characteristics, merits and demerits Partnership : Concept, characteristics, Types, advantages and disadvantages Joints Stock Company :Concept, Features, types of companies, advantages and disadvantages Cooperative society: Concept, characteristics, distinction between cooperative and company,	25%
3.	Management Meaning, nature, purpose, functions ,managerial process Planning: Nature & purpose, objectives, strategies, polices and planning premises Organizing: Nature & Purpose of organization, Types of Organization :Line & Functional Organization	25%
4.	Directing & Controlling Directing : Meaning, characteristics & purpose Motivation: Meaning & significance, theories of motivation-Maslow& Herzberg theory Leadership: Meaning &Nature, Leadership styles Controlling: Meaning characteristics, importance & process	25%



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(Reaccredited with 'A' Grade by NAAC (CGPA3.11))
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Units have the same weightage in the evaluation as suggested in the course outline.

Teaching –Learning Methodology	Lecture Method, Online Lectures, Group Discussion
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Evaluation Pattern		
Number	Details of Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva- Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

Students have to score a minimum of 40% (Forty Percentage) to pass the course.

No.	Course Out comes: Having completed this course,
1.	Student will be acquainted with the Nature & Scope of Business.
2.	Student will have a thorough idea about Forms of business organization.
3.	Student will have in depth knowledge of the term Management.
4.	Student will acquire conceptual clarity about Directing & Controlling.

Suggested References:	
No.	References
1.	Business Organisation & Management — by R.K. Sharma
2.	Business Organisation & Management — by C.B. Gupta
3.	Principles of Business Organisation — by Y.K. Bhushan
4.	Essentials of Management — by Koontz & O'Donald
5.	Principal and Practice of Management — by L.M. Prasad
6.	KOONTZ and WEIHRICH, Essentials of Management, McGraw Hill Education.
7.	BASU, C. R., Business Organization and Management, McGraw Hill Education.
8.	BURTONGENE and MANABTHAKUR; Management Today: Principles and Practice; TataMcGraw Hill, New Delhi.
9.	DRUKER PETER F: Management Challenges for 21 st Century, Butterworth Heinemann, Oxford.
10.	LOUIS A. ALLEN: Management and Organization; McGraw Hill, Tokyo
11.	HAMTON, DAVID R.: Modern Management, McGraw Hill; New York.
12.	STONER, FREEMAN and GILBERT: Management; Prentice-Hall International Learning Limited, New Delhi.
On-Line Resources available that can be used as Reference Material	
https://ugcmocs.inflibnet.ac.in/view_module_pg.php/384	



B.VOC.: (RETAIL MANAGEMENT) SEMESTER -I

Course Code Multidisciplinary	UM01MDBVR01	Title of the Course	Computer Application- I
Total Credits of the Course	04	Hours per Week	02(Theory) + 02(Practical)

Course Objectives	1. To develop computer skill in students.
	2. Computer skill helps Vocational Education students to meet the needs of modern business.
	3. Computer skilled students can efficiently use Information and Communication Technology as modern businesses are highly rely on it.
	4. Computer skill increase the chances of getting hired.

Course Content

Unit	Description	Weightage (%)
1.	<p>Components of a computer system: computer, computer Hardware and software, Difference Between Hardware and Software, History of Computer, Computer Generation, Types of computer, Block Diagram of Digital computer and function of its Each part, post-power on self-test. Application of computer, characteristics of computer, limitations of computer.</p> <p>Memory: Types of Memory, primary Memory (RAM, DRAM, SRAM, SDRAM, DDR, SDRAM, ROM, PROM, EPROM, EEPROM), Auxiliary, memory, cache Memory.</p>	25%
2.	<p>Input, output and storage Devices:</p> <p>Input Devices: Keyboard, scanners, Joy Stick, Barcode reader, Digital Camera, Microphone, webcam, pointing Devices (Mouse, Touchpad). Touch Screen, Light Pen, OMR, OCR, MICR, Digitizer, Trackball</p> <p>Output Devices: Monitors (CRT, TFT, LCD, LED), printers (Laser, inkjet, Dot Matrix, line, MFP, Bar Code, plotter), speakers projector.</p> <p>Storage Devices: CD,DVD, Blue Ray Disc, Floppy Disc, Hard Disk, Memory Sticks/Pen Drives, Flash Memory Cards etc. Difference between Main/Primary Memory and Secondary/Auxiliary Memory. Relative benefits of each in terms of speed and performance.</p>	25%
3.	<p>Introduction to Software, Operating System and Windows: Introduction of Software, Types of Software and its Examples. Introduction of Operating System, Overview of Various Types of Operating Systems.</p> <p>Introduction of various version of Windows Operating System, Overview of Windows 7, Concept of booting and How to start Desktop Computer.</p>	25%





	<p>Desktop:</p> <p>Working with desktop Icons (Computer, My Documents, Recycle Bin, Start Menu (Parts of Start Menu), Browser, Taskbar Overview (Start Button, Quick Launcher toolbar, the notification are), Parts of window (Minimize-Maximize and close button, Menu bar, scroll bar, Borders and Corners), Switching between Windows.</p> <p>Windows Explorer:</p> <p>Viewing of files, Folders and its concern operations (Open, Copy, Move, Rename, Delete, Cut, Paste, Create Shortcut, Properties, Print), Searching for Files/Folders.</p>	
4.	<p>Windows Accessories: Notepad, WordPad, Paint, Calculator, Use of Snipping Tool, Use of Sound Recorder, Windows Photo Gallery, Connect to Projector, Sticky Note.</p> <p>Windows Control Panel: Mouse, Fonts, Date/Time, Display, Printer, Manage User Accounts, Regional Settings, How to Add Languages, Folder Options, Task bar and Start Menu. Windows Trouble Shootings.</p>	25%

Teaching-Learning Methodology	Theory (50%) + Practical (50%) Practical: Practical are based on above Units.(Weightage 50%) – Two Practical periods per week per batch.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination Theory (50%) + Practical (50%)	70%





Course Outcomes	
1.	Students will learn about Components of a computer system
2.	Students will get idea about Input, output and storage Devices.
3.	Students will understand the Software, Operating System and Windows as well as Windows Explorer.
4.	Students will acquired knowledge related to Windows Accessories and Windows Control Panel.

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Suggested References	
Sr. No.	References
1	Microsoft Word 2010 Step by Step By Joyce Cox and Joan Lambert (Microsoft Press, 2010)ISBN978-0-7356-2693-5
2	MicrosoftOffice2010 by BittuKumar V & SPublishers

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1	Microsoft Word 2010 Step by Step By Joyce Cox and Joan Lambert (Microsoft Press, 2010)ISBN978-0-7356-2693-5
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On-line resources to be used if available as reference material

On-line Resources

<https://ptgmedia.pearsoncmg.com/images/9780735626966/samplepages/9780735626966.pdf>

<https://www.youtube.com/watch?v=fUkh3yWm3d4>(VIDEO)

<https://www.webucator.com/blog/2019/06/how-to-learn-microsoft-word-12-free-and-paid-wordtraining-resources/>

[https://edu.gcfglobal.org/en/topics/office2010/\(Tutorials\)](https://edu.gcfglobal.org/en/topics/office2010/(Tutorials))





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Bachelor of Vocation (RETAIL MANAGEMENT) Semester - I

Course Code Multidisciplinary	UM01MDBVR02	Title of the Course	Business Economics-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	The course intends to expose the student to the basic principles in Microeconomics Theories, illustrations and applications.
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Course Description		
Unit	Description	Weightage
1.	Introduction : <ul style="list-style-type: none"> • Robbins' and Samuelson's definition of Economics. • Nature, Scope and Subject Matter of Economics. • Basic problems of Economics. • Basic Concepts: Goods, Utility, Price & Value, Wealth & Welfare. • Consumer's Surplus. 	25%
2.	Basic Elements of Demand and Supply : <ul style="list-style-type: none"> • Demand- Meaning, Demand Schedule, Individual and Market Demand Curve, • Law of Demand, Determinants of Demand, Change in Demand. • Supply- Meaning, Supply Schedule, Individual and Market Supply Curve, Law of • Supply, Determinants of Supply, Change in Supply. • Equilibrium of Demand and Supply, Determination of Equilibrium Price and • Quantity, Effect of a shift in Demand and Supply. 	25%
3.	Theories of Consumer Behavior: <ul style="list-style-type: none"> • Cardinal Utility Approach-Law of Diminishing Marginal Utility Analysis. • Law of Equi-Marginal Utility; • Ordinal Utility Approach Indifference Curve Approach- Indifference Curves, • Properties of Indifference Curves. • Budget Line-Shift and Change in Budget line. • Consumer's Equilibrium. • Income effect, Price effect & Substitution effect. 	25%
4.	Factor Pricing: <ul style="list-style-type: none"> • Concepts & Types; Rent, Wage, Interest and Profit. • Theories of profit- Innovation theory, Risk bearing theory of Profit and Uncertainty bearing theory of Profit. • Marginal Productivity Theory of Distribution under Perfect Competition. 	25%

Teaching-Learning Methodology	These are teacher-centered methods, learner-centered methods, content-focused methods and interactive/participative methods.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to know the following	
1.	<ul style="list-style-type: none">• Explain what economics is and explain why it is important.• Student can understand the study area of economics and what are the problems that economics has to solve.• Understand basic concepts and its meaning in economics.• Can help students understand the economic impact of prices on consumer behavior.
2.	<ul style="list-style-type: none">• Students will learn pricing and price determination, determinants of demand and its exceptions.• They will learn the determinants of supply, exceptions and graphical representation of the diagrams.• Knowledge of graphical illustration of market equilibrium, surplus and shortage.• Equilibrium price is an important part of understanding how market works and how economic decisions are made.• The learning outcomes from this topic are valuable not only for students pursuing economics, but for anyone interested in developing analytical and critical thinking skills.
3.	<ul style="list-style-type: none">• Students can know the basic principles of consumer behavior, analyzing consumer choices, identifying market trends, applying economic concepts, developing critical thinking skills and making informed decisions.• Students can develop a deeper understanding of how individuals and business make economic decisions, which can be applied in various ways on society.• Define the concept of utility and satisfaction.• Differentiate between marginal utility and total utility.• Describe and calculate the concept of marginal utility.• Explain how consumers maximize total utility within a given income using the Utility maximizing Rule.
4.	<ul style="list-style-type: none">• Students will learn about different factors of production and how their rewards are Generated.• They will also learn about the factors that affect the supply and demand for factors of production and how these factors interact to determine the equilibrium prices for each factor, understanding the relationship between factor pricing and production.• How profit plays an important role in defining the role of an entrepreneur and knowing about different theories of profit.• Factor pricing can help students develop a deeper understanding of the workings of the economy and prepare them for careers in fields such as economics, finance, business and formulating policies related to factor of production.

Suggested References:	
No.	References
1.	Advanced Economic Theory - Dr.H.L AHUJA
2.	Advanced Economic Theory - M L Jhingan
3.	Micro Economics - M L Jhingan
4.	Economic Theory - Stonier Hague
5.	Micro Economics - D. M. Mithani

On-line resources to be used if available as reference material On-line Resources:
https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=JVkwqv+HM+natE9SiF7CZA==
https://www.economicdiscussion.net/
www.econlib.org



B.Voc (RETAIL MANAGEMENT) Semester- I

Course Code	UM01MIBVR01	Title of the Course	Retail Management-1 (Basic of Retailing)
Total Credits of the Course	04	Hours per Week	04

Course Objective:	The aim of this course is to introduce the students to understand the basic knowledge about Basic of Retailing in India.
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Course Content		
Unit	Description	Weightage* (%)
1.	Concept of retailing Retail Industry in India Types of Retailing Basis of store, Store & Non store retailing Functions and Activities of retailing Characteristics of Retailing Essential requirements of retailers Structure and Nature of Retailing Organized and unorganized retailing Indian and Global retailer	25
2.	Retail Organization Introduction Changing structure of retailing Classification of retail units Variety of merchandise Mix Method of customer interaction	25
3.	Retail in India Traditional retail formats Modern retail format in India Size & Structure of Indian Retail Industry Retailing in Rural India Challenges in Retail Business in India	25
4.	Retail Customer Customer behavior Factor affecting customer decision making Consumer decision rules Stages of consumer decision-making Influence of situation variable on shopping Consumer's image of retail stores Customer loyalty and customer relationship management in retailing Retail customer service	25



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Teaching-Learning Methodology	Lecture, Recitation, Group discussion, Guest speaker, Debate, Assignments, Field trips, Seminar, Quizzes
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	External Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand the role and relevance of retailing for business and economy
2.	Analyse the key trends that impact the retail sector
3.	To analyze various retailing formats in the Indian context
4.	To outline the stages of consumer decision-making and its impact on retail strategies
5.	To understand the operational structures associated with retail organization

Suggested References:	
Sr. No.	References
1.	Chetan Bajaj – Retail Management, Second Addition
2.	Dr. Suja R. Nair – Retail Management 2nd revised addition

On-line resources



Programme: B.Voc (RETAIL MANAGEMENT) Semester: I

Course Code	UM01SEBVR01	Title of the Course	Communication Skills I
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	To enhance students' abilities in both verbal and written communication, enabling them to effectively convey ideas, listen actively, and engage in various interpersonal and professional communication scenarios while also fostering critical thinking and adaptability in diverse contexts.
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Course Content		
	Description	Weightage
1.	Introducing Business Communication <ul style="list-style-type: none"> • Concepts, Definition & Attributes of Communication • Objectives Of business communication • Process of communication Importance of effective communication in business	25%
2.	Verbal & Non Verbal Communication <ul style="list-style-type: none"> • Verbal: <ul style="list-style-type: none"> A) Characteristics & importance of verbal communication B) Advantages & limitations of verbal communication • Non Verbal: <ul style="list-style-type: none"> A) Kinesics , Proxemics , Chronemics , Paralanguage B) Advantages & Disadvantages of non verbal communication 	25%

Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Course Outcomes: After completion of the course, the learner	
1.	<ul style="list-style-type: none"> • Develops proficiency in Communicative English • Interprets the language with enriched vocabulary • Employs the basic concepts of the English language for practical purposes.





Sr. No.	References
	<ul style="list-style-type: none">• Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)• Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)• Business Communication – U S Rai& S M Rai (Himalaya Publishing House, Mumbai)• Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)• Effective Business Communication – M V Rodriques (Concept Publishing House)• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushplata (OUP)• English Grammar in Use – Murphy Raymond (Cambridge University Press)

On-line resources to be used as and when required.





B.VOC.: (RETAIL MANAGEMENT) SEMESTER -I

Course Code	UM01SEBVR02	Title of the Course	Time Management - I
Total Credits of the Course	02	Hours per Week	02

Course Objectives	The Objective of this course is to understand the concepts of Time Management, Time Wasters, Time Management Tools and Application of Time Management.
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Unit	Course Description	Weightage (%)
1.	Introduction to Time Management Meaning, Characteristics, Objectives of Time Management Significance of Time Management Fundamental Truths about Time Basic Principles of Time Management	50%
2.	Typical Time Wasters Causes of Time Wastage Time Wasters: Office Environment, Meetings, Telephone Calls, Visitors, Poor Delegation, Inability to say "No", Internet, Televisions, Travel	50%

Units have the same weightage in the evaluation as suggested in the course outline.

Teaching –Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Problem Solving
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Evaluation Pattern		
Number	Details of Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva- Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

Students have to score a minimum of 40% (Forty Percentage) to pass the course.

No.	Course Out comes: Having completed this course,
1.	Understand the basics of Time Management



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2.	Get familiarity with the concept of Typical Time Wasters
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Suggested References:	
No.	References
1.	The Seven Habits of Effective People by Stephen R. Covey, Simon - Schuster Publishers, 1990
2.	Managing Time for a Competitive Edge by Bharti R. L., S. Chand & Co.
3.	Graham Roberts, Phelps – Handbook of Time Management – Working Smarter, Crest Publishing House, New Delhi - 2003
4.	Dr. Jan Yager – Creative Time Management for the New Millennium, Jaico Publishing, Mumbai - 2001
5.	Gary Kroehnert – Taming Time – Tata McGraw Hill Publishing Company Ltd., 2004
6.	C. B. Gupta – Management: Theory and Practice by Sultan Chand & Sons, New Delhi
7.	On-Line Resources available that can be used as Reference Material



B.VOC.:(RETAIL MANAGEMENT)SEMESTER-I

CourseCode	UM01SEBVR03	Title of theCourse	ENTREPRENEUR SKILLS - I
Total Credits oftheCourse	04	Hoursper Week	04

Course Objectives	Thecourseintendstoexposethestudentto learn the Concept of Entrepreneurship and Forms of Entrepreneurship.
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Unit	CourseDescription	Weightage (%)
1.	Concept of Entrepreneurship Definition, nature, and characteristics of entrepreneurship → Emergence of entrepreneurial → women entrepreneurs → Socio-economic environment and the entrepreneur	50%
2.	Forms of Entrepreneurship The concept of Joint Stock Company, Public company, Private Company, Government company, Partnership firm, Hindu undivided family. → Characteristics of entrepreneur leadership, Risk taking, Decision making and business planning. → Innovation and entrepreneurship, Entrepreneurial behavior and motivation.	50%

Unitshavethesameweightageintheevaluationassuggestedinthecourseoutline.

Teaching–LearningMethodology	LectureMethod,OnlineLectures,GroupDiscussion
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EvaluationPattern		
Number	Detailsof Evaluation	Weightage
1.	Internal/WrittenExamination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva- Voce,Quizzes,Seminars,Assignments,Attendance	15%
3.	UniversityExamination	70%

Studentshavetoscore aminimumof40%(FortyPercentage)topassthcourse.

No.	CourseOutcomes:Havingcompletedthiscourse,
1.	Students will understand the Concept of Entrepreneurship.
2.	Students will acquired knowledge of Forms of Entrepreneurship.



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SuggestedReferences:	
No.	References
1.	Hal, B. Pricke; and Royce L. Brahamson, “Small Business Management”.
2.	Keneth R., Van Vorthis, “Entrepreneurship and Small Business Management
3.	Hans Scholhammer and Arthur H. Kuril “Entrepreneurship and Small Business Management”
4.	Joseph R. Mancuso, “How to Start, Finance and Manage Your Own Small Business”.
5.	Dhar, P.N. and Lydal H.F., “The Role of Small Enterprises in Indian Economic Development”.