



**Programme: B VOC (Retail Management) Semester: IV**

Course Code	UM04AEBVR01	Title of the Course	Soft Skills for Business II
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ul style="list-style-type: none"><li>• Define and explain the concept of attitude, highlighting its importance in personal and professional contexts.</li><li>• To Understand the nature and significance of emotional intelligence (EI), including its scope and various types.</li><li>• To Apply guidelines for developing non-verbal communication skills to improve overall communication competence.</li><li>• To Recognize the importance of learning non-verbal communication skills in conveying messages accurately and building rapport with others.</li></ul>
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Course Content		
Unit No.	Description	Weightage
1.	<b>Attitude &amp; Emotional Intelligence</b> Meaning of Positive Attitude, Importance of Positive Attitude, Ways to Build up Positive Attitude. Nature and Significance of Emotional Intelligence – Scope and Types – Correlates of EI – Strategies to enhance EI (General questions/short notes may be asked)	50%
2.	<b>A. Non-verbal aspects of communication</b> <ul style="list-style-type: none"><li>• Kinesics, Proxemics, Paralanguage</li><li>• Importance of Learning Non-Verbal Communication Skills</li><li>• Positive and Negative Non-verbal Clues</li><li>• Guidelines for Developing Non-verbal Communication Skills</li></ul> <b>B. Drafting of Speeches</b> Speeches on the occasions like inauguration, welcoming, condolence, farewell, vote of thanks, and celebration of important days and national holidays. ( General questions / short notes may be asked) (General questions / short notes may be asked)	50%





Teaching-Learning Methodology	<b>Learner-centred Instructional methods</b> 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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**Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)**

Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%

\*Students will have to score a minimum 40(forty) percent to pass the course.

**Course Outcomes:** After completion of the course, the learner

1.	<ul style="list-style-type: none"><li>• Understands and appreciates creative English and is able to refine his/her oral and written expressions</li><li>• Actively thinks about what is happening in a text while reading it, and mentally interacts and constructs meaning from the text</li><li>• Uses formal channels and methods of communication, and is able to overcome the barriers to effective communication for effective operation of a business organization</li><li>• Drafts effective Sales Promotion letters.</li></ul>
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Sr. No.	References
	<ul style="list-style-type: none"><li>• Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand &amp; Sons)</li><li>• Principles and Practice of Business Communication – Rhoda A Doctor &amp; Aspi H Doctor (AR Sheth &amp; Company, Mumbai)</li><li>• Business Communication – US Rai &amp; SM Rai (Himalaya Publishing House, Mumbai)</li><li>• Developing Communication Skills – Krishna Mohan &amp; Meera Benerji (Macmillan)</li><li>• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)</li><li>• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)</li><li>• Effective Business Communication – M V Rodriques (Concept Publishing House)</li><li>• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)</li><li>• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)</li><li>• Communication Skills – Sanjay Kumar &amp; Pushp Lata (OUP)</li><li>• Business Communication second edition –Meenakshi Raman and Prakash Signh (Oxford University Press New Delhi)</li><li>• Business Communication Making Connection in a Digital World –Raymond V Lesikar, Marie E Flately, Kathryn Rentz and Neerja Pande Eleventh Edition (Tata McGraw –Hill New Delhi)</li><li>• Developing Communication Skills – Krishna Mohan and Meera Banerji, second edition (Macmillan Publishers India Ltd Mumbai)</li><li>• Joshi Gangadhar (2016), Campus to Corporate, Sage Publication India Pvt Ltd, New Delhi.</li><li>• Wadkar Alka ((2016), Life Skills for Success, Sage Publication India Pvt Ltd, New Delhi.</li></ul>

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





**Programme: B VOC (Retail Management) Semester: IV**

<b>Course Code</b>	UM04MABVR01	<b>Title of the Course</b>	<b>Retail Departmental Manager - II</b>
Total Credits of the Course	4	Hours per Week	6

<b>Course Objectives</b>	The course intends to expose the student to in depth learning about Plan visual merchandising, Establish and satisfy customer needs, Monitor and manage store performance, Provide leadership for your team Build and manage store team Allocate and check work in your team, Develop individual retail service opportunities Communicate effectively with stakeholders, Help maintain health and safety Work effectively in a Retail team and Work effectively in an organization Manage a budget.
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<b>Unit / Module</b>	<b>Course Description</b>
<b>1.</b>	<p><b>To develop individual retail service opportunities</b></p> <p>The learners should be able to: Identify the types of client who would benefit from your service and whose custom would help you achieve your sales targets. Suggest ideas for building the client base that are suitable for the client profiles and achievable bearing in mind the budget and time available and company image and policy. Follow company policies and procedures for building the client base. Review your progress against your plans at suitable intervals. Recognize whether you are achieving the results you need and adjusting your plans when necessary. Give your manager clear and accurate reports of your progress at the agreed times. Spot suitable opportunities to approach potential clients. Approach potential clients in a way that projects your company's image effectively and is likely to help create a business relationship. Quickly create a rapport with potential clients. Talk to potential clients in a persuasive way about your services. Compare your service with competitors' services in ways that make clear the advantages of your service while being honest and fair. Exchange relevant information with potential clients when appropriate. Record client information promptly, accurately and in a way that allows you to use the information effectively. Store and use client information in line with data protection laws and company policy. When it is not possible to keep promises to potential clients, tell them promptly and offer any other suitable information or help.</p> <p>The learners should be able to apply knowledge of: Your sales targets and when you should achieve them by. Client profiles relevant to the brands and services you are personally responsible for selling. The number and types of clients you are likely to need in order to meet your sales targets. Company policies and procedures for developing business relationships with clients. How best to balance your time between finding new clients and selling to existing clients. How often to review your progress in finding new clients. How to measure your progress in ways that help you decide if you need to change your approach. When and how you should report your progress to your manager. The type of business relationships you need to create with potential</p>



	<p>clients. The image your company wants to promote to customers. The difference between features and benefits. The features and benefits of the service you provide. How to talk to potential clients in a persuasive way about your service. How to find out about competitors' services. How to compare competitors' services with yours, so that potential clients can understand how using your service would benefit them. How to identify suitable opportunities for approaching potential clients. How to approach potential clients in a way that creates a positive impression of you and your company and is likely to help create a business relationship. How to create a rapport quickly with prospective clients. The information you need to exchange with potential clients. Why you need to keep any promises you make to potential clients, for example sending them information they have asked for. How to record information about potential clients so that you can use it effectively. Why client confidentiality is important to the business relationship.</p>
2.	<p><b>To communicate effectively with stakeholders</b></p> <p>The learners should be able to: Pass on written information only to those people authorised to receive it and within agreed timescales. Keep the information in written documents as required by your organization. Maintain the communication mediums in line your instructions and organisation's procedures. Make sure the communication equipment you use is working properly, take corrective action as required. Acknowledge incoming communication promptly and clearly, using appropriate terminology. Pass on information to persons who require it within agreed timescales. Check to ensure that the information you give is understood by the receivers. Take prompt and effective action when there is difficulty in transmission or reception of information. Accurately interpret and act upon instructions that you receive. Make sure you get clarifications when you need to consult with and help your team members to maximise efficiency in carrying out tasks. Give instructions to others clearly, at a pace and in a manner that helps them to understand. Listen actively and identify the most important things that customers are saying. Identify the most important things that customers are telling you. Summarize information for customers. Use appropriate body language when communicating with customers. Read your customers' body language to help you understand their feelings and wishes. Deal with customers in a respectful, helpful and professional way at all times. Help to give good customer service by passing messages to colleagues. Understand the roles and responsibilities of the different people you will be working with. Agree and record arrangements for joint working that are appropriate and effective. Agree to the information sharing timing, reasons and confidentiality. Discuss on how and when the joint work will be monitored and reviewed. Undertake your role in the joint working in a way that is consistent with agreements made, your own job role and relevant policies and standards. Represent your agency's views and policies in a clear and constructive way. Identify any tensions and issues in the joint working and seek to address them with the people involved. Seek appropriate support when you are having difficulty working effectively with staff in other agencies.</p> <p>The learners should be able to apply knowledge of: How to make sure information is correct and current. The different documents / report formats that you are required to keep. Organization's procedures and policies for preparing and passing on written information. How to make sure your communication equipment is working properly and what to do if it isn't. The limits of your authority and responsibility for passing on information. The regulations or policies that you should follow for using communications systems, including for private use What to do if there are problems in using communications equipment, and the location of alternatives that you could use. The terminology that you should use in communication mediums (phonetic alphabet, the 24</p>



	<p>hour clock, call signs, etc.). Who to ask if you need to clarify something, or ask questions about your work. How to talk and work with others to work efficiently, without adversely affecting your own work; the difference between hearing and listening. How to use and read body language effectively How to use questions to check that you understand what customers are telling you. How to summarize and speak clearly. The relevant legislation, organizational policies and procedures The roles and functions of your stake-holders and their broad structures, methods of communication and decision making processes. The principles and benefits of joint working between different stakeholders. The factors likely to hinder joint working that apply to joint working.</p>
<b>3.</b>	<p><b>To help maintain health and safety</b></p> <p>The learners should be able to: 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. If you do not have authority to deal with risks, report them promptly to the right person. Use equipment and materials in line with the manufacturer's instructions.</p> <p>The learners should be able to apply knowledge of: Company procedures and legal requirements for dealing with accidents and emergencies. How reporting accidents and emergencies promotes health and safety. Legal and company requirements for reporting accidents and emergencies. Company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are. Health and safety requirements laid down by your company and by law. How to set a good example contributing to health and safety in the workplace. Authority and responsibility for dealing with health and safety risks, and the importance of not taking on more responsibility than you are authorised to. Approved procedures for dealing with health and safety risks. How to find instructions for using equipment and materials. Techniques for speaking and behaving in a calm way while dealing with accidents and emergencies. Emergency response techniques. How to use machinery and escape methods to have minimal loss to material and life.</p>
<b>4.</b>	<p><b>To work effectively in a retail team</b></p> <p>The learners should be able to: 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 organisational 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 antidiscrimination, sexual harassment and bullying. Ask questions to seek and clarify workplace information. Plan and organise daily work routine within the scope of the job role. Prioritise and complete tasks according to required timeframes. Identify work and personal priorities and achieve a balance between competing priorities.</p> <p>The learners should be able to apply knowledge of: The policies and procedures relating to the job role. The value system of the organisation. Employee rights and obligations. The reporting hierarchy and escalation matrix. How to ask questions to identify and confirm requirements. How</p>



	<p>to follow routine instructions through clear and direct communication. How to use language and concepts appropriate to cultural differences. How to use and interpret non-verbal communication. The scope of information or materials required within the parameters of the job role. Consequences of poor team participation on job outcomes. Work health and safety requirements.</p>
<b>5.</b>	<p><b>To work effectively in an organization</b></p> <p>The learners should be able to: 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 has been promised. Let colleagues know promptly if he/she will not be able to do what has been 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 while working. Discuss and agree with the right people goals that are relevant, realistic and clear. Identify the knowledge and skills needed to achieve his/her goals. Agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning. Regularly check his/her progress and, when necessary, change the way of working. Ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance. Encourage colleagues to ask him/her for work related information or advice that he/she is 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 given to them. Give colleagues opportunities to practise new skills, and give constructive feedback. Check that health, safety and security are not compromised when helping others to learn.</p> <p>The learners should be able to apply knowledge of: Team's purpose, aims and targets. Responsibility for contributing to the team's success. Colleagues' roles and main responsibilities. The importance of sharing work fairly with colleagues. The factors that can affect own and colleagues' willingness to carry out work, including skills and existing workload. The importance of being a reliable team member. Factors to take account of when making commitments, including your existing workload and the degree to which interruptions and changes of plan are within your control. The importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues. The importance of good working relations, and techniques for removing tension between colleagues. The importance of following the company's policies and procedures for health and safety, including setting a good example to colleagues. Who can help set goals, help plan your learning, and give you feedback about your progress. How to identify the knowledge and skills he/she will need to achieve his/her goals. How to check his/her progress. How to adjust plans as needed to meet goals. How to ask for feedback on progress. How to respond positively. How to help others to learn in the workplace. How to work out what skills and knowledge he/she can usefully share with others. Health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks</p>



<b>6.</b>	<p><b>To manage a budget</b></p> <p>Evaluate available information and consult with others to prepare a realistic budget for the respective area or activity of work. Submit the proposed budget to the relevant people in the organisation for approval and to assist the overall financial planning process. Discuss and, if appropriate, negotiate the proposed budget with the relevant people in the organisation and agree the final budget. Use the agreed budget to actively monitor and control performance for the respective area or activity of work. Identify the causes of any significant variances between what was budgeted and what actually happened and take prompt corrective action, obtaining agreement from the relevant people if required. Propose revisions to the budget, if necessary, in response to variances and/or significant or unforeseen developments and discuss and agree the revisions with the relevant people in the organisation. Provide ongoing information on performance against the budget to relevant people in your organisation. Advise the relevant people as soon as possible if you have identified evidence of potentially fraudulent activities. Gather information from implementation of the budget to assist in the preparation of future budgets.</p> <p>The learners should be able to apply knowledge of: The purposes of budgetary systems. The importance of spending time on and consulting with others in preparing a budget. The importance of agreeing revisions to the budget and communicating the changes. The importance of providing regular information on performance against the budget to other people. Types of fraudulent activities. The importance of using the implementation of the budget to identify information and lessons for the preparation of future budgets. Factors, processes and trends those are likely to affect the setting of budgets in your industry/sector. The area or activity that the budget is for. The vision, objectives and operational plans for your area of responsibility. The budgeting period(s) used in your organisation. Organisational guidelines and procedures for the preparation and approval of budgets and for monitoring and reporting of performance against budgets and revising budgets. The limits of your authority. Who needs information in your organisation about performance against your budget, what information they need, when they need it and in what format. What to do and who to contact if you suspect fraud has been committed. Where to get and how to evaluate the available information in order to be able to prepare a realistic budget. How to discuss, negotiate and confirm a budget with people who control the finance and the key factors that should be covered. How to use a budget to actively monitor and control performance for a defined area or activity of work. The main causes of variances and how to identify them. What different types of corrective action which could be taken to address identified variances. How unforeseen developments can affect a budget and how to deal with them. How to identify types of fraudulent activities. The agreed budget, how it can be used and how much it can be changed without approval.</p>
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**Units/ Modules 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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<b>Evaluation Pattern</b>		
<b>Number</b>	<b>Details of Evaluation</b>	<b>Weightage</b>
	Examination conduct by RASCI	<b>100%</b>





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

<b>No.</b>	<b>Course Out comes: Having completed this course,</b>
<b>1.</b>	Plan visual merchandising
<b>2.</b>	Establish and satisfy customer needs
<b>3.</b>	Monitor and manage store performance
<b>4.</b>	Provide leadership for your team
<b>5.</b>	Build and manage store team
<b>6.</b>	Allocate and check work in your team
<b>7.</b>	Develop individual retail service opportunities
<b>8.</b>	Communicate effectively with stakeholders
<b>9.</b>	Help maintain health and safety
<b>10.</b>	Work effectively in a Retail team
<b>11.</b>	Work effectively in an organization
<b>12.</b>	Manage a budget



**Programme: B VOC (Retail Management) Semester: IV**

Course Code	UM04MABVR02	Title of the Course	Human Resource Management-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> <li>1. Understand the principles and practices of HRM compensation, promotion, and transfer, including the analysis of compensation structures, promotion criteria, and transfer processes within organizations.</li> <li>2. Gain insight into industrial relations and disputes, exploring strategies for conflict resolution, negotiation, and fostering positive employer-employee relationships to maintain productivity and mitigate disruptions</li> </ol>
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Course Content		
Unit	Description	Weightage* (%)
1.	<p><b>Managing Performance and Compensation Performance Appraisal:</b>            Concept of Performance Appraisal            Objectives of Performance Appraisal            Importance of Performance Appraisal            Techniques of Performance Appraisal            (a) MBO (b) BARS            (a) Checklist (b) Paired Comparison            Limitations of Performance Appraisal</p> <p><b>Compensation:</b>            Concept of Compensation            Types of Compensation            Factors affecting Compensation</p>	25
2.	<p><b>Maintaining and Retaining Human Resources:</b></p> <p><b>Promotion:</b>            Concept &amp; Basis for Promotion            Promotion Policy</p> <p><b>Transfer:</b>            Concept of Transfer            Need &amp; Objectives of Transfer            Types of Transfer            Transfer Policy</p>	25
3.	<p><b>Integrating Human Resources:</b></p> <p><b>Industrial Relations:</b>            Concept of Industrial Relations            Objectives of Industrial Relations            Approaches to Industrial Relations            Causes of poor Industrial Relations            Measures for improving Industrial Relations</p> <p><b>Industrial Disputes:</b>            Meaning &amp; Definition of Industrial Disputes            Causes of Industrial Disputes            Prevention of Industrial Disputes</p>	25



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))**  
**Syllabus with effect from the Academic Year 2024-2025**

4.	<b>Occupational Health and Safety:</b> Concept of Occupational Health Significance of Occupational hazards and diseases Issues in Employee Health & Safety Employee safety Significance of Industrial Safety	25
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Teaching- Learning Methodology	Lecture, Recitation, Group discussion, Guest speaker, Debate, Assignments, Field trips, Seminar, Quizzes
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<b>Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	50%
3.	University Examination	50%
*Students will have to score a minimum 40 (forty) percent to pass the course.		



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**Syllabus with effect from the Academic Year 2024-2025**

Course Outcomes: Having completed this course, the learner will be able to

1.	To Understand and implementing effective performance appraisal methods to inform fair compensation decisions.
2.	To develop competency in HRM strategies to facilitate successful employee promotions and transfers.
3.	To become mastering industrial relations and dispute resolution techniques to foster harmonious workplace environments and mitigate conflicts effectively.
4.	To Acquire comprehensive knowledge and skills to promote and maintain a safe and healthy work environment in compliance with occupational health and safety regulations.

Suggested References:

Sr. No.	References
1.	K. Aswathappa, "Human Resource Management – Text & Cases", Tata McGraw Hill, Companies, New Delhi, 7th Reprint 2008
2.	L. M. Prasad, "Organisational Behaviour", Sultan Chand and Sons, New Delhi, 4th Edition – Reprint 2008
3.	P. Subba Rao, "Personnel and Human Resource Management – Text and Cases", Himalaya Publishing House, Mumbai, 5th Edition 2010.
4.	S. S. Khanka, "Human Resource Management- Text and Cases", Sultan Chand and Sons, New Delhi, First Edition – Reprint 2008.
5.	S. V. Ganakar and C. B. Mamoria, "Personnel Management: Text and Cases," Himalaya Publishing House, Mumbai, 28th Edition 2008.
6.	Vikas Arora & Seema Arora, " Human Resource Management", Global Vision Publishing House, New Delhi, First Edition – 2011.

On-line resources

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**Programme: B VOC (Retail Management) Semester: IV**

Course Code	UM04MDBVR01	Title of the Course	Insurance Laws & Practice
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> <li>1. Learn about insurance sector</li> <li>2. Insurance and it's in depth study will explore the career of students</li> <li>3. Understand the insurance sector with practical training and its importance in any other field.</li> </ol>
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>General Principles and Concepts of Insurance</b> Insurable interest Indemnity Unberrimae fidie Nature of Insurance Contract, Features of insurance contract, types of insurance Market players and their roles-Agents , brokers, surveyors & loss Assessors	25
2.	<b>Life Insurance</b> Application of principles in life insurance contract, Representation Assignment and nomination, Tax law implications Stamp duties, role and Function of life insurance companies.	25
3.	<b>Fire Insurance</b> The Standard Fire & Special Perils Policy. Terrorism Cover. Tariff System. Special Policies.	25
4.	<b>General Insurance</b> Application of principles in General Insurance contacts, structure of the policy Insurance documentation, Underwriting and Rating Claims Procedures, Underinsurance, condition of Average, Salvage.	25

Teaching-Learning Methodology	Lecture, Recitation, Group discussion, Guest speaker, Debate, Assignments, Field trips, Seminar, Quizzes
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%
*Students will have to score a minimum 40 (forty) percent to pass the course.		

Course Outcomes: Having completed this course, the learner will be able to	
1.	To understand the General Principles and Concepts of Insurance
2.	To explore in the field of Life Insurance
3.	Detail study in the area of Fire insurance and understand the standard policy of it.
4.	Deep knowledge of General Insurance and the claim procedure

Suggested References:	
Sr. No.	References
1.	Kuchhal, M C and Vivek K kuchhal, Business Law, Vikas Publishing house, New Delhi
2.	Maheshwari & Maheshwari, Business Law, National publishing House, New Delhi
3.	Gowar, LCB, Principles of Modern Company Law, Stevens and sons, London
4.	Avtar Singh, Introduction to Company Law, Eastern Book company

On-line resources
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**Programme: B VOC (Retail Management ) Semester: IV**

Course Code	UM04MIBVR01	Title of the Course	Retail Management-IV (Marketing and Visual Merchandising in Retail)
Total Credits of the Course	04	Hours per Week	04

Course 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.
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Retail Selling:</b> Retail selling process - Understanding customer needs - product presentation - Impulse purchase - up selling - add on selling	25
2.	<b>Visual Merchandising (VM):</b> Definition and Importance of VM - Role of VM in Retailing - Job description of visual merchandiser	25
3.	<b>Visual Merchandising and Displays:</b> Types of Displays - Shop displays - In store displays - Window displays - Impact of Displays on buying - Best practices in VM	25
4.	<b>Visual Communication Mediums:</b> Mediums of visual communication - Types of signage - Types of mannequins, fixtures used for visual Merchandising - Types of circulations and its impact.	25

Teaching- Learning Methodology	Lecture, Recitation, Group discussion, Guest speaker,
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%

\*Students will have to score a minimum 40 (forty) percent to pass the course.



Course Outcomes: Having completed this course, the learner will be able to

1.	To understand effective sales techniques to maximize retail product/service revenue.
2.	To understand Mastering strategies to create visually compelling retail displays that drive customer engagement and sales.
4.	To developing expertise in utilizing diverse visual mediums to effectively convey messages and ideas of retail business

Suggested References:

Sr. No.	References
1.	Barry Berman and Joel R. Evans - Retail Management - A strategic Approach, Prentice Hall of India
2.	Gibson G. Vedamani - Retail Management - Functional Principles and Practices, Jaico Publishing House
3.	James R. Ogden Denise Ogden - Integrated Retail Management - Biztantra
4.	Swapna Pradhan - Retailing Management - Text and Cases, Tata McGraw Hill

On-line resources

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**Programme: B VOC (Retail Management) Semester: IV**

Course Code	UM04SEBVR01	Title of the Course	Corporate Communication – II
Total Credits of the Course	02	Hours per Week	02
Course Objectives:	<ul style="list-style-type: none"> <li>• To Understand the significance, nature, and need for team building in organizational settings.</li> <li>• To Apply guidelines for effective team building, including fostering communication, promoting trust, and encouraging collaboration.</li> <li>• To Identify the components of a business proposal, including the executive summary, introduction, objectives, methodology, budget, and conclusion.</li> <li>• To Apply the appropriate format for writing business proposals based on organizational and industry standards.</li> </ul>		

<b>Course Content (Theory)</b>		
Unit No.	Description	Weightage
1.	<b>Team Building</b> Significance, Nature and Need of Team Building – Difference Between Team and Staff – Stages of Team Building – Types of Teams – Effectiveness – Guidelines for TB – Factors Responsible for Resistance to TB – Agenda for TB ( General questions / short notes may be asked)	50%
2.	<b>Business Reports and Proposals</b> <ul style="list-style-type: none"> <li>• What is Report?</li> <li>• Steps in Writing Reports</li> <li>• What is Business Proposal?</li> <li>• Types of Business Proposal (Internal, External, Solicited, Unsolicited)</li> <li>• Components of a Proposal</li> <li>• Format of Proposal</li> </ul>	50%

Teaching-Learning Methodology	<b>Learner-centred Instructional methods</b> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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**Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)**

Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%

\*Students will have to score a minimum 40 (forty) percent to pass the course.

**Course Outcomes:** After completion of the course, the learner

	<ul style="list-style-type: none"><li>• Develops effective writing skills in drafting of Press Reports</li><li>• Understands the importance of non-verbal aspects of communication and subsequently improves his/her ability to relate, engage and establish meaningful interactions in everyday life</li><li>• Makes better Presentations and is able to deliver short speeches using proper body language</li><li>• Develops effective writing skills in the drafting of Business Reports; Notices, Agendas and Minutes of Corporate Meetings, etc.</li></ul>
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Sr. No.	References (Theory)
	<ul style="list-style-type: none"><li>• Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand &amp; Sons)</li><li>• Principles and Practice of Business Communication – Rhoda A Doctor &amp; Aspi H Doctor (AR Sheth &amp; Company, Mumbai)</li><li>• Business Communication – US Rai &amp; SM Rai (Himalaya Publishing House, Mumbai)</li><li>• Developing Communication Skills – Krishna Mohan &amp; Meera Benerji (Macmillan)</li><li>• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)</li><li>• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)</li><li>• Effective Business Communication – M V Rodriques (Concept Publishing House)</li></ul>





	<ul style="list-style-type: none"><li>• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)</li><li>• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)</li><li>• Communication Skills – Sanjay Kumar &amp; Pushp Lata (OUP)</li><li>• Business Communication second edition –Meenakshi Raman and Prakash Signh (Oxford University Press New Delhi)</li><li>• Business Communication Making Connection in a Digital World –Raymond V Lesikar, Marie E Flatley, Kathryn Rentz and Neerja Pande Eleventh Edition (Tata McGraw –Hill New Delhi)</li><li>• Developing Communication Skills – Krishna Mohan and Meera Banerji, second edition (Macmillan Publishers India Ltd Mumbai)</li><li>• Joshi Gangadhar (2016), Campus to Corporate, Sage Publication India Pvt Ltd, New Delhi.</li><li>• Wadkar Alka ((2016), Life Skills for Success, Sage Publication India Pvt Ltd, New Delhi.</li></ul>
	<p><b>Books/Programmes recommended: (Practical)</b></p> <ul style="list-style-type: none"><li>• Starting Business English      BBC (Video)</li><li>• Follow Through                      BBC (Video)</li></ul>
On-line resources to be used as and when required.	





**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))**  
**Syllabus with effect from the Academic Year 2024-2025**

**Programme: B VOC (Retail Management) Semester: IV**

<b>Course Code</b>	UM04SEBVR02	<b>Title of the Course</b>	<b>Environmental Impact &amp; Risk Management II</b>
<b>Total Credits of the course</b>	<b>02</b>	<b>Hours per Week</b>	

<b>Course Objectives</b>	To formulate strategies for the various developmental projects. To identify the various analysis structure through the EIA methods.
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<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
1	Risk Analysis: Definition of risk, environmental risk analysis-risk assessment and risk management. Basic steps in risk assessment - Hazard identification. Dose-response assessment, Exposure assessment, Risk characterization, Risk assessment in EIA. Strategic Environmental Assessment (SEA)-principles and potential, improving the effectiveness of EIA.	25%
2	Aims and objectives of public involvement in EIA; Public involvement methods; approaches for EIA reviewing; Economic efficiency and valuation methods. Types of environmental audits: Assessment and compliance audit, occupation health and safety; Energy audits. ISO 14001; Environmental Management systems in India; Drivers for the development of audit programme. General audit process- preparation, excretions, performance valuation and execution. Environmental risk insurance; Environmental audit and EIA, Vocational prospects in the field of EIA, Auditing and EMS.	25%

<b>Teaching-Learning Methodology</b>	<b>Learner-centred Instructional methods</b> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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<b>Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%
*Students will have to score a minimum 40 (forty) percent to pass the course.		

<b>Course Outcomes:</b> After completion of the course, the learner	
	<ul style="list-style-type: none"><li>• Understand the environmental risk analysis and assessment.</li><li>• Student learn about aims and objectives of public involvement in EIA</li><li>• Vocational prospects in the field of EIA</li></ul>

<b>Sr. No.</b>	<b>References (Theory)</b>
	<ul style="list-style-type: none"><li>• Wathern P., “Environmental Impact Assessment: Theory and Practice”,Routledge Publishers,1990</li><li>• Marriott B., “Environmental Impact Assessment: A Practical Guide”,McGraw-Hill Publication,1997</li><li>• Hand book of Environmental Impact Assessment vol –1: By Judith petts,</li><li>• The Risk Assessment of Environmental and Human Health Hazards (Text book of case studies): By Paustenbach, D.ceds</li></ul>



**Programme: B VOC (Retail Management) Semester: IV**

Course Code	UM04SEBVR03	Title of the Course	Office Management- II
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ul style="list-style-type: none"><li>• To Understand the importance of office management in professional contexts.</li><li>• To identify the advantages of effective office management in professional life for success.</li><li>• To understand the office accommodation, communication and automation.</li></ul>
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<b>Course Content</b>		
Unit No.	Description	Weightage
1.	<b>Office accommodation:</b> Selection of site. Office layout. Environment and working conditions. <b>Office Communication:</b> Various means of communication- Their use, merits and limitations. Selection of means of communication. Correspondence through Internet.	50%
2.	<b>Office Automation:</b> Uses and abuses of labour saving appliances. A study of various types of commonly used appliances i.e. typewriter, duplicator, accounting machines, addressing, machines, calculator, franking machine, weighting and folding machine, Dictaphone, cash register, coin sorter, time recorder, photocopier, telephone, facsimile, computer, scanner, printer, letter opener, time and date stamps etc.	50%

Teaching-Learning Methodology	<b>Learner-centred Instructional methods</b> 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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<b>Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)</b>		
Sr.	Details of the Evaluation	Weightage





No.		
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%
*Students will have to score a minimum 40(forty) percent to pass the course.		

**Course Outcomes:** After completion of the course, the learner

1.	<ul style="list-style-type: none"><li>• Understand the importance office accommodation and office communication</li><li>• Learn about the office layout and other important parameters of office</li><li>• Explore them through practical learning of office accommodation, Communication and automation.</li></ul>
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Sr. No.	References
	<ul style="list-style-type: none"><li>• Choat, Dennis E. "Office Management." Clinics in Colon and Rectal Surgery 18, no. 04 (November 2005): 247–48. Curtis, Myra. "American Office Management." Public Administration 10, no. 2 (April 3, 2007): 179–95.</li><li>• Collins, Sharon K. "Office Management of Insurance." Perspectives on Fluency and Fluency Disorders 13, no. 1 (September 2003): 19–20.</li></ul>

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







**Programme: B VOC (Retail Management) Semester: IV**

<b>Course Code</b>	UM04VABVR01	<b>Title of the Course</b>	<b>ON THE JOB TRAINING PROJECT</b>
Total Credits of the Course	02	Hours per Week	02

Course Objectives	Students learn through internship in their respective field with practical training provide by different organization.
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Unit	Course Description	Weightage (%)
1.	<ul style="list-style-type: none"><li>The students have to undergone for internship/ on the job training under any Concerned Organization in the areas of QP/NOS</li><li>A presentation as well as report has to prepared and presented for the viva-voce and submit it to the concerned faculty.</li></ul>	100%

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

Teaching –Learning Methodology	Field visit, internship base project work, Presentation
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Evaluation Pattern		
Number	Details of Evaluation	Weightage
1.	External examination through project submission and viva voce by University / College.	100%

**Students have to score a minimum of40% (Forty Percentage)to pass the course.**

No.	Course Out comes: Having completed this course,
1.	Students will get Practical knowledge
2.	Students will Learn so many things through Field work experience.
3.	Students will develop their Presentation Skills.
4.	Students will enrich their talent and get overall development.