



Programme: BVOC (RETAIL MANAGEMENT) Semester II

Course Code AEC	UM02AEBVR01	Title of the Course	Business English – II
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	The programme has been designed to acquaint the learner with the creative use of the English language. It also introduces the learner to the basic concepts and practices of business writing with essentials of writing effectively in the English Language.
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Course Content		
	Description	Weightage
1.	Text: A collection of short stories Name of the Text: Prism: An Anthology of Short Stories Section II-A Taste of India(Cambridge University Press) 1. A Shadow by R.K.Narayan 2. The Weed by Amrita Pritam 3. Arjun by Mahashweta Devi (text-based short questions may be asked)	50%
2.	Business Writing: A). Structure/Format/Layout of a business letter <ul style="list-style-type: none">Regularparts- (Letterhead,Date,InsideAddress,Salutation,Bodyofth eLetter,ComplimentaryClose,Signature)Occasionalparts- (ReferenceNo.,Attentionline,Carboncopynotation,Identi fication initials, Enclosures)Essentials of good business writing- Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration) A). Business Writing related to Inquiry and Replies to Inquiries.	50%





Teaching- Learning Methodology	<p style="text-align: center;">Learner-centered Instructional methods</p> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, 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">• Evaluates creative use of the English language• Applies the concepts of business writing in drafting effective business communication.• Appraises an understanding pertaining to the basic concepts of communication.





Sr. No.	References
	<ul style="list-style-type: none">• Essentials of Business Communication – Rajendra Paland JSK or lahalli(Sultan Chand & Sons)• Principle sand Practice of Business Communication – Rhoda A Doctor & As piH Doctor(AR Sheth & Company, Mumbai)• Business Communication– US Rai & SM 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, NewDelhi)• Effective Business Communication– MVRodriques(ConceptPublishingHouse)• Writingwithapurpose– ChampaTickooandJayaSasikumar(OxfordUniversityPress,Mumbai)• BusinessCommunicationandReportWriting– RPSharmaandKrishnaMohan(TataMcgrawHill2002)• Communication Skills–Sajaykumar, Pushplata(OUP2011)

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



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

Course Code	UM02MABVR01	Title of the Course	Team Leader
Total Credits of the Course	18	Hours per Week	06

Course Objectives	The course intends to expose the student to in depth learning about display product at store, processing the sale of product, knowledge for maintain health and safety, establish and satisfy customer needs and maintain the availability of goods for sale to customers.
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Unit	Course Description	Weightage (%)
1.	<p>TO ORGANIZE A DISPLAY PRODUCT AT STORE</p> <ul style="list-style-type: none"> • Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process • Check whether the display area, equipment and accessories are clean and take prompt action on finding any problems • Assemble and check products and additional materials and prepare them for use. • Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements. • Prepare the display to ensure maximum appeal and to comply with product safety requirements • Confirm requirements for labelling of products with the relevant people. • Confirm label information is correct and conforms to legal and standard operational requirements, with the relevant people. • Position labels for products correctly. • Ensure that labels are legible, visible to customers, and securely positioned in the correct place. • Check and take steps to ensure that the display area always meets the requirement of hygiene, safety and saleability. • Transfer products safely to the display area according to instructions and specifications. • Arrange and promptly replace products and additional materials in a way this is attractive to customers and meets the requirements of hygiene and safety. • Where product is not available, you reposition and 	

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	<p>reorganize the position of products and accessories to maintain presentation and to meet trading conditions.</p> <ul style="list-style-type: none">• Monitor displays according to instructions and specifications.• Carry out any emergency cleaning procedures promptly when required.• Take prompt action to address any product or display related problem.	
2.	<p>PROCESSING THE SALE OF PRODUCT</p> <ul style="list-style-type: none">• Confirm prices of product and supplies with customers and ensure customers are agreeable to the pricing terms and the department's business policies.• Confirm that customer is aware and agreeable to the modes of payment available at the department.• Process payment or credit in line with business policies and ensure accurate accounting of units of purchased product or supplies and the payments and credits processed.• Ensure safe handling and movement of product and supplies off the racks and through to billing counters.• Ensure appropriate and accurate processing and safe storage of payments, vouchers, records and receipts.• Ensure proper functioning of departmental processes that lead to a sale and alert appropriate persons in case of a process malfunction or process failure.• Conclude dealing with customers with appropriate and prescribed mannerisms	
3.	<p>MAINTAIN HEALTH AND SAFETY</p> <ul style="list-style-type: none">• Identify the purpose, content and style of the display.• Identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it.• Evaluate whether the place you plan to put the display is likely to fulfil the design brief.• Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and the authority you have.• Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.• Identify other merchandise and props when those originally specified are not available or not suitable, and agree your selections with the right person.• Agree arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before the display must be installed.• Check the progress of deliveries and take suitable action if delays seem likely.• Update stock records to account for merchandise on display.	

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4.	<p>ESTABLISH AND SATISFY CUSTOMER NEEDS</p> <ul style="list-style-type: none"> • Stay alert to, and make unobtrusive observations about, customer choices and movements within the store. • Heed to customer queries about the products and supplies they wish to purchase and unobtrusively and politely enquire about their purchase requirements, when necessary • Help customers identify the product or supplies they wish to purchase and direct / accompany them to the exact store location where the specific product or supplies are stocked / displayed • Confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections. • Extend appropriate courtesy to customers during the sales process and provide appropriate and accurate information and advice • Provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions • Enable customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases • Where allowed, by store or business policy, advise the customer to sample the product or supplies in the course of the purchase decision • Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas • Ensuring that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process. 	
5.	<p>TO MAINTAIN THE AVAILABILITY OF GOODS FOR SALE TO CUSTOMERS</p> <ul style="list-style-type: none"> • Confirm the purchase of the display and any relevant requirements and standards and, where necessary, check them with the appropriate authority • Clearly explain to staff the purpose of the display and any relevant requirements and standards Check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers • Provide constructive feedback to staff on their performance • Provide opportunities for staff to check they understand the requirements and standards of the display • Check that the assembled display confirms to company requirements and standards • Obtain permission from the appropriate authority to modify or change the display • Monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales effectively • Keep complete, accurate and up-to-date records of displays • Identify what standards the display should meet • Check displays against all the relevant standards to decide how effective they are • Encourage staff to make helpful comments and identify 	

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	<p>changes that may make the display more appealing to customers</p> <ul style="list-style-type: none"> • Ask the right person for permission to make any changes that you cannot authorize yourself • Give staff clear instructions and encouragement so that they can make any changes needed to the display • Take prompt and suitable action to deal with any risks to security or health and safety that your assessment has revealed • Collect and record accurate information on price changes • Give accurate, up-to-date price information to the staff who need it • Regularly check price marking and promptly sort out any pricing problems you spot • Make sure that stock replenishment plans are up to date and realistic • Deal with out of date or deteriorating stock in line with company policy and any relevant laws • Involve staff in spotting potential improvements to the way stock is organized and presented • Spot realistic and effective ways of improving how stock is organized and presented • Get permission from the right person, where necessary, to improve the way stock is organized and presented • Make sure that you maintain customer goodwill and staff morale while stock is being reorganized 	
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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 conducted by RASCI	100%

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

No.	Course Outcomes: Having completed this course,
1.	Students will learn to organize a display product at store
2.	Students will understand the processing the sale of product
3.	Students will acquire the knowledge for maintain health and safety.
4.	Students will get idea for establish and satisfy customer needs
5.	Students will understand to maintain the availability of goods for sale to customers.

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

Course Code	UM02MABVR02	Title of the Course	BUSINESS ORGANIZATION AND MANAGEMENT-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	The course aims to provide deep knowledge to the students about the Organization and Management of a Business Enterprise.
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Unit	Course Description	Weightage (%)
1.	Decision making Introduction , Definition ,characteristics, Elements ,process, principles of decision making, characteristics of good & effective decision, Administrative problems in decision making, Types of decisions	25%
2.	Staffing Introduction, definitions Recruitment: meaning, sources of recruitment. Selection : meaning, need, importance, stages of selection procedure Training: meaning, needs, importance & types Development : Meaning, importance & Methods /Techniques of development	25%
3.	Coordination concept characteristics Need and importance Principles or essential of effective coordination Techniques of coordination Types of coordination Problems in coordination	25%
4.	Social Responsibility & Business Ethics Introduction, meaning & definitions Factors responsible for realization of SR SR of business towards different groups Business ethics: concept, Ethics and Business ethics Needs of Business ethics Principles of Business ethics Factors affecting business ethics, Benefits of business ethics	25%

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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	Detail 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 Outcomes: Having completed this course,
1.	Student will be acquainted with the decision making and its related concepts.
2.	Student will have a thorough idea about Staffing and its all parameters.
3.	Student will have in-depth knowledge of the term Coordination.
4.	Student will acquire conceptual clarity about Social responsibility and Business ethics.

Suggested References:	
No.	References
1.	Human Resource Management by CB Gupta, Modern Business Organization, Mayur Paperbacks, New Delhi
2.	Text and Cases of Human Resource Management by PSUBBAROA. Global Media.
3.	Human Resource and Personnel Management by KASWATHAPPA, McGraw Hill Education.
4.	Human Resources Management by SKhanka, S. Chand and Company.
5.	Kaul, V.K., Business Organization and Management, Pearson Education, New Delhi
6.	Chhabra, T.N., Business Organization and Management, Sun India Publications, New Delhi
7.	KOONTZ and WEIHRICH, Essentials of Management, McGraw Hill Education.
8.	BASU, C.R., Business Organization and Management, McGraw Hill Education.
9.	BURTON GENE and MANABTHAKUR; Management Today: Principles and Practice; Tata McGraw Hill, New Delhi.
10.	DRUKER PETER F: Management Challenges for 21 st Century, Butterworth Heinemann, Oxford.
11.	LOUIS A. ALLEN: Management and Organization; McGraw Hill, Tokyo
12.	HAMTON, DAVID R.: Modern Management, McGraw Hill; New York.
13.	STONER, FREEMAN and GILBERT: Management; Prentice-Hall International Learning Limited, New Delhi.
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/384	



PROGRAMME : BVOC (RETAIL MANAGEMENT) SEMESTER : II

CourseCode Multidisciplinary	UM02MDBVR01	Titleof theCourse	ComputerApplication-I
Total Credits of theCourse	04	HoursperWeek	02(Theory)+02(Practical)

Course Objectives	1.To develop computerskillinstudents through word processor.
	2.Computerskillhelps Vocational Educationstudentstomeettheneedsofmodernbusiness through Power Point Presentation.
	3. Computer skilled students can efficiently use Information and CommunicationTechnologythrough Mailing and others.
	4.Computerskillincreasethechancesof gettinghired.

CourseContent

Unit	Description	Weightage (%)
1.	<p>Word Processor Basics</p> <p>Introduction of Word Processor, Basic Concept and Objectives of Word Processor. Facilities Available in Word Processor, Different Word Versions. Starting of Word. Introduction of File Templates and its use, Opening of Blank File, Introduction of Word Screen Ribbon, Customize the Ribbon, Back Stage View, Opening, Closing, Save and Save As, File Info, Permissions, Save & Send, Save to SharePoint, Printing, Previewing, Changing File Type, Create PDF, File Sharing, Exit Customize Quick Access Toolbar</p> <p>Typing and Editing: Action with Mouse and through Keyboard, Selecting Text, Typing, Editing, Copying, Moving Text (Cut, Copy, Paste, Paste Options, Move, Drag and Drop). Typing Special Characters (Symbols),Use of format Painter.</p> <p>Features: Formatting Text i.e. Selection of Fonts, Font Styles, Size, Colour and Text effects. Clear all formatting. Setting Paragraph Alignment (Left, Center, Right, Justify), Line and Paragraph Spacing, Spacing before and after paragraph, formatting paragraph, Indents, indenting a paragraph, finding and replacing text, Bullets and Numbering (Formatting List) styles.</p>	25%
2.	<p>Insert:</p> <p>Page, Page Break, Table, Picture, Clipart, Shapes, Smart Act, Chart, Screenshot, Header, Footer, Page Number, Date & Time, Object, Equation, Symbol, Drop Cap.</p> <p>Page Layout:</p> <p>Margin, Orientation, Size, Column, Watermark, Page colour, Page Border, Printing and</p>	25%





	Document. Mailings and Other: Mail Merge, Macro, Spelling and Grammar (Correct the spelling error, Correct a Contextual Spelling Error, and Correct the Grammar, Automatically Corrects Misspellings, Proofing and Auto Correct Options). Creating Business documents using above facilities.	
3.	Introduction to Presentation and MS PowerPoint: Introduction to Basic concepts of Presentation, Introduction to MS powerpoint, Uses of PowerPoint, Starting of PowerPoint, Introduction to PowerPoint, Interface, Screen, Quick Access Toolbar, and PowerPoint views, Creating PowerPoint Template. Slide Basics: About Slides – Design, Themes, Transition, Animation, Layouts, Use a Blank Slide, Add Slide, Delete a Slide, Copy a Slide, Arranging Slides, Entering Text in Placeholder, About Slide Views, Adding Notes to Slides.	25%
4.	Working with Text and Graphics in Slides: Insert Text Boxes, Resize a Text Box, Text Alignment, formatting a Text, correcting a Text with Spelling Check, Use of find and Replace, Formatting Paragraphs, Inserting in Slide – Table, Chart, SmartArt, Chart, Hyperlink, Picture, ClipArt, Screenshot, Video, Audio, Object, Photo Album, Shapes. Printing and Delivering Presentation: Introduction to Printing, Printing Slides, Setting the Slide size and Orientation, Printing the Presentation, Creating and Presenting a Custom Show, Animating Text and Graphic objects, Running a Slide Show, Setting Timings and Transitions. Slide Show: From Beginning Slide, From Current Slide, Broad Cast Slide show, Custom Slide show, Hide Slide, Setting up presentations for Delivery, Presenting Slide show as a Video, Package Presentation on CD, Creating Business presentation using above facilities.	25%

Teaching-Learning Methodology	Theory(50%)+Practical(50%) Practicals:PracticalsarebasedonaboveUnits.(Weightage50%)– TwoPracticalperiodsperweek perbatch.
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EvaluationPattern		
Sr.No.	DetailsoftheEvaluation	Weightage
1.	InternalWritten(Asper CBCSR.6.8.3)	15%





2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As perCBCS R.6.8.3)	15%
3.	University Examination Theory(50%)+Practical(50%)	70%





CourseOutcomes	
1.	<ul style="list-style-type: none">• WorkwiththebasicfeaturesofWord processor• Displaydocumentsusingvariousviews through typing and editing.• Selectandworkwithtextinadocument
2.	<ul style="list-style-type: none">• Workeffectivelywithfeatures thataffectthepagelayoutofyourdocument• Createand modifytabsand tables• Insertandworkwithclipartandpictures.
3.	<ul style="list-style-type: none">• Learn about Power point Presentation• Use Skillful Presentation in Business
4.	<ul style="list-style-type: none">• Working with Text and Graphics in Slides• Printing and Delivering Presentation

SuggestedReferences	
Sr.No.	References
1	Computer course windows 7 and office 2010 by R.K.Taxali Publisher Tata McGrawHill.
2	Computer fundametal by Anita Goel Pearson Publication New Delhi.
3	Sinha, P.K.(2003),”Computer Fundamentals”,3 rd Ed.,BPB Publications





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

Course Code Multidisciplinary	UM02MDBVR02	Title of the Course	INTERNATIONAL TRADE
Total Credits of the Course	04	Hours per Week	04

Course Objectives	The course intends to expose the student to learn International Transport, Packing and Marking for export, Customs Control as well as Import procedures and documents
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Unit	Course Description	Weightage (%)
1.	International Transport: • Modes of international transport: freight forwarders, the services of the forwarders, advantages & disadvantages of using freight forwarders. • Mode of international transport • Types of sea freight services • Choosing a mode of transport	25%
2.	Packing and Marking for export: • Packing methods, factors affecting choice of packing, marking for export International transport documentation: an overview of export documentation, the transport conventions, the bill of lading, A bill of lading glossary	25%
3.	Customs Control: Export procedures and documents: An Overview of customs controls, export, import, transit, the European union, export procedures processing relief (IPR/OPR), the new computerized Transit system(NCTS)	25%
4.	Import procedures and documents: EU imports, import controls, the export invoice, description, the Brussels Tariff Nomenclature (BTN), Customs Management	25%



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 of40% (Forty Percentage)to pass the course.

No.	Course Out comes: Having completed this course,
1.	Students will learn about International Transport.
2.	Students will acquired knowledge of Packing and Marking for export.
3.	Students will understand the Customs Control.
4.	Students will get idea about Import procedures and documents.

Suggested References:	
No.	References
1.	Gandolfo Giancarlo. International Trade: Theory and Policy - Springer Berlin Heidelberg, -2013
2.	Krugman Paul, Obstfeld Maurice, Melitz Marc International Trade: Theory and Policy: Global Edition -Pearson Education Limited- 2014
3.	Suranovic Steve International Trade: Theory and Policy- Flat World Knowledge, 2010
4.	Shengelia T.(2013) Global Business. Tbilisi, Publishing House, Universal“.
5.	James R. Markusen Keith E. Maskus INTERNATIONAL TRADE: THEORY AND EVIDENCE October, 2011.



BVOC(RETAIL MANAGEMENT) – Semester- II

Course Code	UM02MIBVR01	Title of the Course	Retail Management-2 (Independent 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 how to do Independent retailing		

Course Content		
Unit	Description	Weightage * (%)
1.	Buying in Business Retail Buying Judging Customer wants from Inside Sources Judging Customer wants from Outside Sources Buying from Manufacturers Buying from Wholesalers Relationship with Salesman	25%
2.	Stock Control Instinctive Buying Controlled Buying Plans to Merchandise Controls Model Stock Planning Manual & Electronic Controls	25%
3.	Merchandise Records Control operating expenses Record-keeping Equipment Manual Records Automatic Equipment Retail Inventory Method Read Office Figures	25%
4.	Store Development Old methods of thinking about store Store layout & Design Elements Layout of Selling Department Space Management Location for Nonselling Areas Visual Merchandising	25%

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.	To be successful retailer
2.	Understand part of buying procedure
3.	Learn control and decision-making information dictates record-keeping equipment

Suggested References:	
Sr. No.	References
1.	Harold Shaffer & Herbert Greenward - Independent retailing
2.	Michael Levy, Barton Weitz, Ajay Pandit - Retail Management

On-line resources



Programme: BVOG (RETAIL MANAGEMENT) Semester: II

Course Code	UM02SEBVR01	Title of the Course	Communication Skills II
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.	<p>Communication</p> <ul style="list-style-type: none"> • Types of Communication (Vertical – Upward, Downward / Horizontal / Consensus / Grapevine) • Barriers to Communication (Wrong choice of medium/ Physical / Semantic / Socio-psychological barriers to Communication) 	25%
2.	<ul style="list-style-type: none"> • Letters of Complaints & Adjustments (Letters concerning delivery of goods (e.g. late delivery of Goods), wrong goods, damaged goods, defective goods, inferior quality of goods, shortage in goods (nos and weight), insolent behavior) • Collection Letters (Letters concerning sending the statement of account or bill; the reminder stage; requests for payment; final appeal for cooperation; threats and warnings; legal action) 	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 Rodrigues (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 -II

Course Code	UM02SEBVR02	Title of the Course	Time Management - II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	The Objective of this course is to understand the Time Management Tools and Application of Time Management.
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Unit	Course Description	Weightage (%)
1.	Time Management Tools Ways to overcome Time Wasters Planning Components and Time Management - Objectives, Policy, Programmes, Schedule, Strategies Budget - Best Tools for Time Management How to save Time?	50%
2.	Application of Time Management Learning Time Management Practical Experience and Games on: Goal Setting Prioritizing Weekly Plan	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.



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No.	Course Out comes: Having completed this course,
1.	Learn about Time Management Tools
2.	Get an idea about Application of Time Management

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



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

Course Code	UM02SEBVR03	Title of the Course	ENTREPRENEUR SKILLS - II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	The course intends to expose the student to Entrepreneurial Development Programmes as well as Small Business as a Seed Bed of Entrepreneurship.
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Unit	Course Description	Weightage (%)
1.	Entrepreneurial Development Programmes Their relevance and achievements → Role of government in organising such programmes. → Critical Evaluation	25%
2.	Small Business as a Seed Bed of Entrepreneurship Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and marketing scope → Risk analysis and financial considerations. → Profit planning in small enterprise, Growth strategies and diversification.	25%

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.	Students will acquired knowledge for Entrepreneurial Development Programmes.
2.	Students will learn about Small Business as a Seed Bed of Entrepreneurship.



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC)

Suggested References:	
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".



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

CourseCode	UM02VABVR01	Title of theCourse	ON THE JOB TRAINING PROJECT
Total Credits oftheCourse	02	Hoursper Week	02

Course Objectives	
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Unit	CourseDescription	Weightage (%)
1.	<ul style="list-style-type: none"> The students have to undergone for internship/ on the job training under any Concerned Organization in the areas of QP/NOS A presentation as well as report has to prepared and presented for the viva-voce and submit it to the concerned faculty. 	100%

Unitshavethesameweightageintheevaluationassuggestedinthecourseoutline.

Teaching–LearningMethodology	Field visit, internship base project work, Presentation
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EvaluationPattern		
Number	Detailsof Evaluation	Weightage
1.	External examination through project submission and viva voce by University / College.	100%

Studentshavetoscore aminimumof40%(FortyPercentage)topassthecourse.

No.	CourseOutcomes:Havingcompletedthiscourse,
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.