

ST ALOYSIUS COLLEGE
(Autonomous)
P.B.No.720
MANGALURU- 575 003, INDIA
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Re-accredited by NAAC with 'A' Grade - CGPA 3.62
Ranked 44 in College Category by NIRF, MHRD, Government of India
Recognised by UGC as "College with Potential for Excellence"
College with 'STAR STATUS' conferred by DBT, Government of India

No: SAC 40/Syllabus 2018-19

Date: 04-12-2017

NOTIFICATION

Sub: Syllabus of **B.Voc. in Retail Management**
Course under Credit Based Semester System.

Ref: 1. Academic Council decision dated 28-10-2017
2. Office Notification dated 04-12-2017

Pursuant to the Notification cited under reference (2) above,
the Syllabus of **B.Voc. in Retail Management** Course under Credit Based
Semester System is hereby notified for implementation with effect
from the academic year **2018-19**.

PRINCIPAL

REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar
3. Library

SEMESTER - I								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.1	Communication Skills-1	4	3	30	70	100	4
2	BV 112.1 BV 120.1	Hindi-1 Kannada	4	3	30	70	100	4
3	BV 113.1	Basic Computer Skills -1	4	3	30	70	100	4
4	BV 114.1	Introduction To Retailing	3	3	30	70	100	3
5	BV 115.1	Elements Of Salesmanship	3	3	30	70	100	3
6	BV 116.1	Principles Of Management	3	3	30	70	100	3
7	BV 117.1	Fundamentals Of Customer Service	3	3	30	70	100	3
8	BV 118.1P	Store Operations-1	6	VIVA		100	100	3
9	BV 119.1P	Project Work On Elements Of Salesmanship	6	VIVA		100	100	3
		Total			210	690	900	30

SEMESTER - II								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.2	Communication Skills-2	4	3	30	70	100	4
2	BV 112.2 BV 120.2	Hindi-2 Kannada	4	3	30	70	100	4
3	BV 113.2	Basic Computer Skills - 2	4	3	30	70	100	4
4	BV 114.2	Stores Layout And Design	3	3	30	70	100	3
5	BV 115.2	Business Organization And Environment	3	3	30	70	100	3
6	BV 116.2	Brand Management And Consumer Marketing	3	3	30	70	100	3
7	BV 117.2	Human Resource Management And Industrial Relation	3	3	30	70	100	3
8	BV 118.2P	Store Operations-2	6	VIVA		100	100	3
9	BV 119.2P	Project Work On Stores Layout And Design	6	VIVA		100	100	3
		Total			210	690	900	30

SEMESTER III

Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.3	Soft Skills	4	3	30	70	100	4
2	BV 112.3	Health Safety And Environment	4	3	30	70	100	4
3	BV 113.3	Fundamentals Of Indian Constitution	4	3	30	70	100	4
4	BV 114.3	Retail Management-Functional Principles And Practices	3	3	30	70	100	4
5	BV 115.3	Advertising and Sales Promotion	3	3	30	70	100	4
6	BV 116.3	Visual Merchandising	3	3	30	70	100	4
7	BV 117.3	Marketing For Services	3	3	30	70	100	4
8	BV 118.3P	Store Operations-3	6	VIVA		100	100	6
9	BV 119.3P	Project Work On Visual Merchandising	6	VIVA		100	100	6
		Total			210	690	900	30

SEMESTER IV

Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.4	Behavioral Skills	4	3	30	70	100	4
2	BV 112.4	Human Rights & Value Education	4	3	30	70	100	4
3	BV 113.4	Taxation Law & Practice In Business	4	3	30	70	100	4
4	BV 114.4	Accounting Fundamentals	3	3	30	70	100	3
5	BV 115.4	Retail Consumer Behaviour	3	3	30	70	100	3
6	BV 116.4	Retail Supply Chain Management	3	3	30	70	100	3
7	BV 117.4	Mall Management	3	3	30	70	100	3
8	BV 118.4P	Store Operations-4	6	VIVA		100	100	6
9	BV 119.4P	Project Work On Mall Management	6	VIVA		100	100	6
		Total			210	690	900	30

SEMESTER V								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.5	Gender Equity And Value Education	4	3	30	70	100	4
2	BV 112.5	Legal And Ethical Aspects Of Business	4	3	30	70	100	4
3	BV 113.5	Entrepreneurship	4	3	30	70	100	4
4	BV 114.5	General Economics	3	3	30	70	100	3
5	BV 115.5	Marketing Management	3	3	30	70	100	3
6	BV 116.5	Customer Relationship Management	3	3	30	70	100	3
7	BV 117.5	E-Commerce	3	3	30	70	100	3
8	BV 118.5P	Store Operations-5	6	VIVA		100	100	6
9	BV 119.5P	Project Work On CRM	6	VIVA		100	100	6
		Total			210	690	900	30

SEMESTER VI								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.6	General Project Management	4	3	30	70	100	4
2	BV 112.6	Inventory Management	4	3	30	70	100	4
3	BV 113.6	Industrial & Rural Marketing	4	3	30	70	100	4
4	BV 114.6	Retail Logistics Management	3	3	30	70	100	3
5	BV 115.6	IT And Administration In Retail	3	3	30	70	100	3
6	BV 116.6	Operations Management	3	3	30	70	100	3
7	BV 117.6	Franchising Management	3	3	30	70	100	3
8	BV 118.6P	Store Operations-6	6	VIVA		100	100	6
9	BV 119.6P	Comprehensive Viva-Voce	6	VIVA		100	100	6

		Total			210	690	900	30
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