

ST ALOYSIUS COLLEGE (AUTONOMOUS)

MANGALURU 575003 - INDIA

COURSE STRUCTURE OF

BACHELOR OF VOCATIONAL STUDIES

IN

RETAIL MANAGEMENT

CREDIT BASED SEMESTER SYSTEM

(2022 – 23 ONWARDS)

ಸಂತ ಅಲೋಷಿಯಸ್ ಕಾಲೇಜು
(ಸ್ವಾಯತ್ತ)
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Re-accredited by NAAC with 'A++' Grade with CGPA 3.67/4 (Cycle 4)
Recognised as Centre for Research Capacity Building under UGC-STRIDE Scheme
Recognised under DBT - BUILDER Scheme, Government of India
College with "STAR STATUS" Conferred by DBT, Government of India
Recognised by UGC as "College with Potential for Excellence"

Date: 17-08-2022

NOTIFICATION

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

Ref: 1. Decision of the Academic Council meeting held on 09-07-2022 vide Agenda No: 12
2. Office Notification dated 17-08-2022

Pursuant to the above, the Syllabus of **B.Voc. in Retail Management** under Credit Based Semester System which was approved by the Academic Council at its meeting held on 09-07-2022 is hereby notified for implementation with effect from the academic year 2022-23.


PRINCIPAL




REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar Office
3. B.Voc. Office
4. Library

SEMESTER 1

	Category/ Mode	Code	Course	Theory Hrs/Week	Duration of Exam (Hrs)	Marks & Credit			
						IA	Exam	Total	Credit
General Education/ General Component	Language-1	BV 111.1	Communication Skills-1	2	3	20	80	100	2
	Language-2	BV112.1a BV112.1b BV112.1c BV112.1d BV112.1e BV112.1f	Kannada Hindi Additional English Malayalam French Konkani	2	3	20	80	100	2
	Core paper-1 Theory	BV113.1	Introduction to Retailing	3	3	20	80	100	3
	Core paper-2 Theory	BV114.1	Elements of Salesmanship	3	3	20	80	100	3
	Elective Foundation	BV115.1	Environmental Science and Value Education	2	2	10	40	50	2
Skill Component	Practical-1	BV116.1P	Stores Layout and Design	6	3	30	120	150	6
	Practical-2	BV117.1P	Retail Store Operation-1	6	3	30	120	150	6
	Project/ Internship	BV118.1P	Project work / Internship -1	6		30	120	150	6
				30		180	720	900	30

SEMESTER-2

	Category/ Mode	Code	Course	Theory Hrs/Week	Duration of Exam (Hrs)	Marks & Credit			
						IA	Exam	Total	Credit
General Education/ General Component	Language-1	BV 111.2	Communication Skills-2	2	3	20	80	100	2
	Language-2	BV112.2a BV112.2b BV112.2c BV112.2d BV112.2e BV112.2f	Kannada Hindi Additional English Malayalam French Konkani	2	3	20	80	100	2
	Core paper-1 Theory	BV113.2	Principles of Management	3	3	20	80	100	3
	Core paper-2 Theory	BV114.2	Fundamentals of Customer service	3	3	20	80	100	3
	Elective Foundation	BV115.2	Fundamentals of Indian Constitution	2	2	10	40	50	2
Skill Component	Practical-1	BV116.2P	Visual Merchandising	6	3	30	120	150	6
	Practical-2	BV117.2P	Retail Store Operation-2	6	3	30	120	150	6
	Project/ Internship	BV118.2P	Project work / Internship -2	6		30	120	150	6
				30		180	720	900	30

Semester 3

	Category/ Mode	Code	Course	Theory Hrs/Week	Duration of Exam (Hrs)	Marks & Credit			
						IA	Exam	Total	Credit
General Education/ General Component	Language-1	BV 111.3	Communication Skills-3	2	3	20	80	100	2
	Language-2	BV112.3a BV112.3b BV112.3c BV112.3d BV112.3e BV112.3f	Kannada Hindi Additional English Malayalam French Konkani	2	3	20	80	100	2
	Core paper-1 Theory	BV113.3	Retail Management	3	3	20	80	100	3
	Core paper-2 Theory	BV114.3	Marketing Management	3	3	20	80	100	3
	Elective Foundation	BV115.3	Fundamentals of Business Law	2	2	10	40	50	2
Skill Component	Practical-1	BV116.3P	Brand Management	6	3	30	120	150	6
	Practical-2	BV117.3P	Retail Store Operation-3	6	3	30	120	150	6
	Project/ Internship	BV118.3P	Project work / Internship -3	6		30	120	150	6
				30		180	720	900	30

SEMESTER-4

	Category/ Mode	Code	Course	Theory Hrs/Week	Duration of Exam (Hrs)	Marks & Credit			
						IA	Exam	Total	Credit
General Education/ General Component	Language-1	BV 111.4	Communication Skills-4	2	3	20	80	100	2
	Language-2	BV112.4a BV112.4b BV112.4c BV112.4d BV112.4e BV112.4f	Kannada Hindi Additional English Malayalam French Konkani	2	3	20	80	100	2
	Core paper-1 Theory	BV113.4	Accounting Fundamental	3	3	20	80	100	3
	Core paper-2 Theory	BV114.4	Advertising and Sales Promotion.	3	3	20	80	100	3
	Elective Foundation	BV115.4	Gender Equity and Value Education	2	2	10	40	50	2
Skill Component	Practical-1	BV116.4P	Mall Management	6	3	30	120	150	6
	Practical-2	BV117.4P	Retail Store Operation-4	6	3	30	120	150	6
	Project/ Internship	BV118.4P	Project work / Internship -4	6		30	120	150	6
				30		180	720	900	30

SEMESTER 5

	Category/ Mode	Code	Course	Theory Hrs/Week	Duration of Exam (Hrs)	Marks & Credit			
						IA	Exam	Total	Credit
General Education/ General Component	Core paper- 1 Theory	BV 111.5	Business Organization and environment	3	3	20	80	100	3
	Core paper- 2 Theory	BV112.5	General Economics	3	3	20	80	100	3
	Core paper- 3 Theory	BV113.5	Logistics Management	3	3	20	80	100	3
	Core paper- 4 Theory	BV114.5	Customer Relationship Management	3	3	20	80	100	3
Skill Component	Practical-1	BV116.5P	Marketing For Services	6	3	30	120	150	6
	Practical-2	BV117.5P	Retail Store Operation-5	6	3	30	120	150	6
	Project/ Internship	BV118.5P	Project work / Internship -5	6		30	120	150	6
				30		180	720	900	30

SEMESTER -6

	Category/ Mode	Code	Course	Theory Hrs/Week	Duration of Exam (Hrs)	Marks & Credit			
						IA	Exam	Total	Credit
General Education/ General Component	Core paper- 1 Theory	BV 111.6	Human Resource Management	3	3	20	80	100	3
	Core paper- 2 Theory	BV112.6	Elements of Banking	3	3	20	80	100	3
	Core paper- 3 Theory	BV113.6	Franchising Management	3	3	20	80	100	3
	Core paper- 4 Theory	BV114.6	E-Commerce	3	3	20	80	100	3
Skill Component	Practical-1	BV116.6P	Consumer Behaviour	6	3	30	120	150	6
	Practical-2	BV117.6P	Retail Store Operation-6	6	3	30	120	150	6
	Project/ Internship	BV118.6P	Project work / Internship -6	6		30	120	150	6
				30		180	720	900	30