

B.Voc in Management & Entrepreneurship

Syllabus

First Semester	<ol style="list-style-type: none">1. Basics of Retailing2. Basics of Marketing3. Fundamentals of Customer Services4. Environmental Studies5. Environmental Studies6. Basics of Marketing Practical7. Fundamentals of Customer Services Practical8. Project – I
Second Semester	<ol style="list-style-type: none">1. Computer Application in Retail Business2. Fundamentals of Accounting3. Retail Operations4. Computer Application in Retail Business Practical5. Fundamentals of Accounting Practical6. Retail OperationsPractical7. Project –II
Third Semester	<ol style="list-style-type: none">1. Business Organization and Management2. Business Communication3. Business Economics4. Business Organization and ManagementPractical5. Business Communication - Practical6. Business EconomicsPractical7. Project –III

Four Semester	<ol style="list-style-type: none"> 1. Retail Management 2. Customer Relationship Management 3. Consumer Behaviour 4. Retail Management Practical 5. Customer Relationship Management Practical 6. Consumer Behaviour Practical 7. Project –IV
Fifth Semester	<ol style="list-style-type: none"> 1. Human Resources Management 2. Supply Chain Management 3. Elements of Salesmanship 4. Human Resources Management Practical 5. Supply Chain Management Practical 6. Elements of Salesmanship - Practical 7. Project-V
Sixth Semester	<ol style="list-style-type: none"> 1. Merchandise Buying and Planning 2. Entrepreneurship Development 3. Advertising and Brand Management 4. Merchandise Buying and Planning Practical 5. Entrepreneurship Development Practical 6. Advertising and Brand Management Practical 7. Project -VI