



NABAGRAM HIRALAL PAUL COLLEGE

ESTD. - 1957

Affiliated to the University of Calcutta
Reaccredited by NAAC with a CGPA of 2.70 at B+ Grade

Ref. No. :

Date :

B.Voc. in Retail Management **Course Outcomes**

After completion of this course the students can learn:

Semester	Course Code	Course Name	Course Outcomes
Sem I	RM111	Communicative English-I	1. To know about the basic languages i.e., tense, synonym, antonym etc. 2. To understand the basic writing communication skills. 3. To know the basic concepts of extempore, elocutions, phonetics etc. 4. To learn the basics effective written and oral communication in details 5. To know about bio-data writing in details.
Sem I	RM112	Business Communication & Personality Development	1. To know about basic definition of communication. 2. To understand the types and classification of communication. 3. To know the elements and importance of communication. 4. To understand the personal grooming. 5. To understand about interview skills.
Sem I	RM121	Retail Sales Associate (RAS/Q0104)	1. Basic knowledge about the retail industry and its impact on country's economy. 2. Basic store, non-store, equipment, POS System, product, etc knowledge. 3. Learn about process credit applications for purchases. 4. Help keep the store secure and maintain healthy and safety hygiene. 4. To understand about consumer buying behaviour and retail sales. 5. How to provide personalized sales & post sales service support.


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Sem I	RM122	Internship Project	1. Assess interests and abilities in their field of study. 2. Develop work habits and attitudes necessary for job success. 3. Build a record of work experience. 4. Time bound job delivery. 5. Integrate theory and practice. 6. Develop work habits and attitudes necessary for job success.
Sem II	RM211	Communicative English-II	1. To know about the basic languages of communication process 2. To understand the basic skills of active listening and reading comprehension. 3. To know the basic skills of professional speaking. 4. To learn the basics business writing skills. 5. To know about basic grammar of service industry.
Sem II	RM212	Financial Accounting	1. Determine the basics concepts of financial accounting. 2. Exemplify to prepare and analyses the financial statements. 3. Acquire the basic concept of accounting terms. 4. Journalize the ability to rectify the errors in bank reconciliation statement. 5. Demonstrate insight into single and double entry system of accounting.
Sem II	RM213	Environmental Studies	1. To know about basic knowledge of environment. 2. To get knowledge of ecosystem. 3. To understand the natural resources of environment. 4. To the basic knowledge of biodiversity. 5. To understand the concept of environmental pollution. 6. To know the basic knowledge of environmental policies and practices. 7. To understand the human communities. 8. Project Work
Sem II	RM221	Retail Team Leader (RAS/Q0105)	1. Organize the display of products at the store and plan visual merchandise. 2. Processing the sale of products. 3. Allocate and check work in your team. 4. Work Effectively in a Retail Team. 5. Health, Safety, and Security Plans and Procedures.


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Sem II	RM222	Internship Project	1. Assess interests and abilities in their field of study. 2. Develop work habits and attitudes necessary for job success. 3. Build a record of work experience. 4. Time bound job delivery. 5. Integrate theory and practice. 6. Develop work habits and attitudes necessary for job success.
Sem III	RM311	Customer Relationship Management	1. To know about the basic concepts of Customer Relationship Management 2. To understand the basic strategy of CRM. 3. To know the basic implementation of CRM 4. To learn the basics uses of E-Commerce in CRM 5. To know about the customer loyalty in CRM.
Sem III	RM312	Principles of Management	1. Demonstrate the importance of principles of management. 2. Paraphrase the importance of planning and decision making in an organization. 3. Interpret the nature of organization and its types. 4. Acquire concept of various authorizes and responsibilities of an organization. 5. Gather knowledge about various schools of management thoughts. 6. Enumerate the process of management functions.
Sem III	RM321	Internship Project	1. Assess interests and abilities in their field of study. 2. Develop work habits and attitudes necessary for job success. 3. Build a record of work experience. 4. Time bound job delivery. 5. Integrate theory and practice. 6. Develop work habits and attitudes necessary for job success.
Sem IV	RM411	Cost & Management Accounting	1. Understand the fundamental purposes of cost and management accounting. 2. Describe traditional and contemporary approaches to cost allocation. 3. Identify relevant information for decision making purposes for a range of decisions such as pricing, budgeting, profit and wages calculation, etc. 4. Use standard costs to prepare budgets for planning and control purposes. 5. Learn about the inventory management and control systems – FIFO, LIFO, etc and its implementations.


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Sem IV	RM412	Principles of Marketing	1. Understand the basic and fundamental concepts and functions of marketing. 2. Acquire the knowledge on market segmentation and consumer behavior. 3. Optimize the basic concept of market mix and product policy. 4. Gather the knowledge towards channel of distribution in the market. 5. Interpret the role and importance of modern trend in marketing. 6. Understand emerging trends and issues in marketing.
Sem IV	RM421	Retail Departmental Manager (RAS/Q0106)	1. Provide leadership, build and manage store team. 2. Allocate and check work in your team. 3. Monitor and manage store performance. 4. Establish and satisfy customer needs. 5. Targeting potential clients following company policies to enhance customer loyalty and service.
Sem IV	RM422	Internship Project and Report	1. Assess interests and abilities in their field of study. 2. Develop work habits and attitudes necessary for job success. 3. Build a record of work experience. 4. Time bound job delivery. 5. Integrate theory and practice. 6. Develop work habits and attitudes necessary for job success.
Sem V	RM511	Business Communication for Retail	1. Students develop the awareness about the various modes and media of communication. 2. Students become able to communicate effectively in various situations. 3. Students will learn different usage; the business correspondence serves for effective communication.


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Sem V	RM512	Organizational Behavior	1. Learn the behavior of individuals and groups in organizations. 2. Examine the potential effects of important developments in the external environment on organizational behavior. 3. Gathering knowledge about organizational behavioral issues in the context of organizational behavior theories, models, and concepts. 4. Resolve the conflict in organizational context and deal with stress. 5. Describe how the organizational behavior can integrate in understanding the motivation behind behavior of people in the organization. 6. Learn about leadership and managerial quality.
Sem V	RM521	Internship Project and Report	1. Assess interests and abilities in their field of study. 2. Develop work habits and attitudes necessary for job success. 3. Build a record of work experience. 4. Time bound job delivery. 5. Integrate theory and practice. 6. Develop work habits and attitudes necessary for job success.
Sem VI	RM611	Human Resource Management	1. Demonstrate the basic concept of human resource management. 2. Compare various methods of training and development. 3. Summarize the compensations, benefits of the management. 4. Attribute the needs and functions of trade union. 5. Determine the benefits of human resource audit. 6. Articulate the skills and concepts required to resolve HRM problems.
Sem VI	RM612	Customer Handling and Team Management	1. Learn how to communicate with colleagues. 2. Understand guest needs and handling customer complaints. 3. Learn how to communicate with customers. 4. Execute work related etiquettes. 5. Maintain standard safety procedures. 6. Learn about safety signs, gears, and equipment.


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Sem VI	RM621	Retail Store Manager (RAS/Q0107)	1. Lead and manage the team for developing store capability. 2. Manage sales and service delivery to increase store profitability. 3. Optimize inventory to ensure maximum availability of stocks and minimized losses. 4. Visual merchandising displays as per standards and guidelines. 5. Implement promotions and special events at the store. 6. Ensure overall safety, security and hygiene, standard operating procedures (SOPs), processes and policies at the store. 7. Plan the staffing needs, recruitment and training of staff at the store.
Sem VI	RM622	Internship Project and Report	1. Assess interests and abilities in their field of study. 2. Develop work habits and attitudes necessary for job success. 3. Build a record of work experience. 4. Time bound job delivery. 5. Integrate theory and practice. 6. Develop work habits and attitudes necessary for job success. 7. Acquire employment contacts leading directly to a full-time job following graduation from college. 8. Identify, write down, and carry out performance objectives related to their job assignment. 9. Develop communication, interpersonal and other critical skills in the job interview process.


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