



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

Program Outcomes and Program Specific Outcomes

Retail Sector is a global, high-tech industry that plays a major role in global as well as Indian economy. It has the major participation for increasing GDP of any country. The Retail industry in India is vibrant and one of the fastest growing markets in the world especially in the sectors such as modern retail, traditional retail, e-commerce, direct selling, direct marketing etc. The B.Voc in Retail Management is a specialised undergraduate bachelor's degree programme which prepares the graduate to acquire such skills so that they become trained skilled manpower in the Retail sector.

Programme Objective:

- To inculcate all the desired skills to meet the needs of today's customer by procuring the desired merchandise from the retail stores for their personal use.
- The course is designed to enhance student's critical and creative thinking skills besides learning more about retailing and retail consulting.
- To equip students with skills required to bring the customers into the store and respond to their buying needs.
- The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
- To provide students with a comprehensive understanding of the theoretical and applied aspects of retail management.


Principal
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Programme Outcomes: Retail Management:

After completion this course students can learn:

PO1:	Equip learners to develop an understanding of business operations and practices while focusing on management principles and theories.
PO2:	Analyse the evolution of the retail industry.
PO3:	Learn the importance of Visual Merchandise and Visual Communication.
PO4:	Appraise and interpret various acts and laws related to retail sector.
PO5:	To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
PO6:	Recognize career opportunities available in the retail businesses.
PO7:	Apply the various concepts, theories, and models in the area of HR, Marketing, Retailing, E-Commerce and Finance.
PO8:	Learn leadership skills and demonstrate ability to lead as well as work as effective teams.


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NABAGRAM : KONNAGAR (RLY. STN) : HOOGHLY : 712246 : WEST BENGAL

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Programme Specific Outcomes: Retail Management:

PSO1:	The primary outcome of the course is to have learners develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions including Retail manager, Store manager, Team leader or supervisor, Store general manager, etc.
PSO2:	Interpret and discover awareness about emerging trends in retail management.
PSO3:	Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry.
PSO4:	Comprehend retailing's role in society and, conversely, society's impact on retailing understands the ways that retailers use marketing tools and techniques to interact with their customers.
PSO5:	Examine the legal and ethical aspects of retail Management.
PSO6:	Demonstrate communication and interpersonal skills required for excellence in the retail.
PSO7:	Know the responsibilities of retail personnel in the numerous career positions available in the retail field.
PSO8:	To create trained manpower in accordance with global perspective also update & motivate students in their pursuit of knowledge and to breed confidence into the students.


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