



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

TEACHING PLANS AS PER MODULE DISTRIBUTION SESSION: 2022-23 (ODD SEMESTER)

<u>Topic</u>	<u>Name of assigned teacher (s)</u>
<u>RM 111: Communicative English – I</u>	
Basic languages	Vedatri Bhattacharjee
Basic letter writing	Vedatri Bhattacharjee
Extempore speaking	Vedatri Bhattacharjee
Effective written communication	Vedatri Bhattacharjee
Writing bio-data, interviews	Vedatri Bhattacharjee
<u>RM 112: Business Communication and Personality Development-I</u>	
Meaning, Definition, Nature and Scope of Communication, Importance of Communication	Vedatri Bhattacharjee
Types and Characteristics; Components of a formal Report; Business Proposals	Vedatri Bhattacharjee
Elements of a Good Personality	Vedatri Bhattacharjee
Learning objective, Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language	Vedatri Bhattacharjee


Principal
Nabagram Hiralal Paul College

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

Website : www.hiralalpaulcollege.ac.in, E-mail : nhlpcollege@gmail.com

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Job Interview	Vedatri Bhattacharjee
<u>RM121: Retail Sales Associate (RAS/Q0104)</u>	
Introduction to Retail and Retail Store operations	Atanu Mukherjee
Process credit applications for purchases	Atanu Mukherjee
Team and Organizational Dynamics	Atanu Mukherjee
Health, Safety and Security	Samir Das
Consumer Buying behaviour and Retail Sales	Samir Das
Customer Service and Customer Relationship Management	Samir Das
Practical: Customer Service and Customer Relationship Management	Atanu Mukherjee, Samir Das
<u>RM311: Customer Relationship Management</u>	
Introduction to CRM	Vedatri Bhattacharjee
CRM Strategy	Vedatri Bhattacharjee
CRM Implementation	Vedatri Bhattacharjee
E – Commerce in CRM	Vedatri Bhattacharjee
Customer Loyalty and CRM	Vedatri Bhattacharjee
<u>RM312: Principles of Management</u>	
Nature and Process of Management	Samir Das


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Planning	Samir Das
Organizing	Samir Das
Staffing	Samir Das
<u>RM511: Business Communication for Retail</u>	
Business Correspondence	Atanu Mukherjee
Writing a bio data for Job Interviews	Atanu Mukherjee
Interviews – Role Playing	Atanu Mukherjee
Debates & Group discussions	Atanu Mukherjee
Telephone etiquettes	Atanu Mukherjee
<u>RM512 : Organizational Behavior</u>	
Focus and purpose - Definition, need and importance of organizational behaviour	Samir Das
Individual behaviour	Samir Das
Group behaviour	Samir Das
Leadership and power	Samir Das
Dynamics of organizational behaviour	Samir Das


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