

Mehr Chand Mahajan DAV College for Women, Sector – 36A, Chandigarh

Tentative MONTHLY TEACHING PLAN (Odd Semester)

Session (2023-24)

Name of Teacher: Dr. Manpreet Kaur

Department: Commerce

Class: B.VOC 1st Semester (Retail Management)

Subject: GEN 101 Communication Skills

| Sr. No. | Date (Monthly) | | Topics to be Covered | Academic Activity Undertaken |
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| | From | To | | |
| 1 | 24th July 2023 | 31st July 2023 | Introduction to Communication: Need for Effective Communication. | Lecture method, Group Discussion, Presentations |
| 2 | 1st August 2023 | 31st August 2023 | The Process of Communication, Levels of communication, Flow of communication, Use of language in communication, Communication networks, Significance of technical communication, Barriers to Communication, Types of barriers, Miscommunication, Noise, overcoming measures. | Lecture method, Group Discussion, Management Games |
| 3 | 1st September 2023 | 30th September 2023 | Verbal Communication: Planning, Preparation, Delivery, Feedback and Assessment of Activities like – Public Speaking, Group discussion, Presentation Skill, Audio-Visual Aids, Personal interview. Non-Verbal Communication: Body Language, Personal Appearance, Posture, Gestures, Facial Expressions, Positive attitude formation, Process of attitude formation, how to build a successful attitude. | Lecture method, Group Discussion, PPTs |
| 4 | 1st October 2023 | 31st October 2023 | SWOT analysis: Self-management techniques, Self-image and Self-esteem, Building self-confidence, | Lecture method, Group Discussion, PPTs |

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| | | | Power of irresistible enthusiasm, Etiquettes, Etiquettes in Social as well as Office Atmosphere, Telephone Etiquettes, E-mail Etiquettes, etiquettes and manners. Importance of listening and responding. | |
| 5 | 1st November 2023 | (Tentative) 18th November 2023 | Report Writing: Business reports: Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Business Correspondence: Inviting quotations, Sending quotations, placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence. | Lecture method, Group Discussion, PPTs |

***Any of these** – (i) Lecture Method; (ii) PPT; (iii) Online Sources; (iv) Group Discussion; (v) Case Studies etc. Other Methods adopted by the teacher – Please write the specific teaching method

MCM DAV College for Women, Sector – 36A, Chandigarh

MONTHLY TEACHING PLAN (Odd Semester)

Session (2023-24)

Name of Teacher: Ms. Kavya Khara

Department: Commerce

Class: B.Voc (Retail Management)- 1st Year (Semester-1st)

Subject: Fundamentals of IT (GEN 102)

| Sr. No. | Date (Monthly) | | Topics to be Covered | Academic Activity Undertaken |
|---------|----------------------------------|---|--|---|
| | From | To | | |
| 1 | 24 th July , 2023 | 15 th August, 2023 | Introduction to Computers – Applications, Types, Characteristics, Hardware and software, Data and information Generations of computers | Lectures, Power Point Presentations, Group Discussion |
| 2 | 16 st August, 2023 | 11 th September 2023 | Computer Hardware – Input devices: Scanner its types, Keyboard, mouse, light pen, Joy stick Output devices: Monitor, Printers, Scanner, Speaker RAM and ROM (including types) Computer memory and its types Data presentation | Lectures, Power Point Presentations, Group Discussion |
| 3 | 12 th September, 2023 | 6 th October, 2023 | Softwares- Application software, Systems software. Operating system and its types Data processing Translators- Assemblers, Compilers, Interpreters. | Lectures, Power Point Presentations, Group Discussion |
| 4 | 7 th October, 2023 | 18 th November, 2023 (Tentatively) | Computer networks – LAN, WAN, MAN Internet- Evolution and its applications Evolution of WWW. | Lectures, Power Point Presentations, Group Discussion |

***Any of these – (i) Lecture Method; (ii) PPT; (iii) Online Sources; (iv) Group Discussion; (v) Case Studies etc. Other Methods adopted by the teacher – Please write the specific teaching method**

MCM DAV College for Women, Sector – 36A, Chandigarh

MONTHLY TEACHING PLAN (Odd Semester)

Session (2023-24)

Name of Teacher: Ms. Smriti Nayyar

Department: Commerce

Class: B.Voc (Retail Management)- 1st Year (Semester-1st)

Subject: Product Display & Visual Merchandising (RSC 103)

| Sr. No. | Date (Monthly) | | Topics to be Covered | Academic Activity Undertaken |
|---------|-------------------------------|---------------------------------|---|---|
| | From | To | | |
| 1 | 24 th July , 2023 | 15 th August, 2023 | Controls in display of products in retail environment. Reviewing display area before assembling materials for display and why that is important. Estimating quantities and size of products to be used for display and why that is important. Importance of selecting specific products for display to suit specific objectives (e.g. promotional requirements, appeal, seasonal, shelf life, demand). Sourcing product specifications and display information. Basic knowledge of products offered for sale. Positioning labels and correct information and why that is important. Basic principles for good display and presentation of products. Why displays may change as part of maintenance process. | Lectures, Power Point Presentations, Group Discussion |
| 2 | 16 st August, 2023 | 11 th September 2023 | Recognizing & reporting products that do not meet specification. Procedure for rejecting and isolating failed products. Types of cleaning materials appropriate for display equipment & accessories, their purpose and how they work. Safe handling & application of cleaning materials for display equipment and accessories. Accessing and interpreting cleaning schedule for display equipment and accessories. Accessories to be used for effective display. Information about ingredients of products for sale. Importance of labelling. Features of legal & operational requirements for labelling. | Lectures, Power Point Presentations, Group Discussion |

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| 3 | 12 th September, 2023 | 6 th October, 2023 | Checking labelling information against product specification & sales details. Contingencies for display equipment and accessory failure. Using assembly and dismantling equipment safely. Introduction to Visual Merchandising. Role of displays in marketing, promotional and sales campaigns and activities. Importance and content of the design brief. Using design brief to identify what you need for the display. Different approaches to designing displays for different types of merchandise, and why these are effective. | Lectures, Power Point Presentations, Group Discussion |
| 4 | 7 th October, 2023 | 18 th November, 2023 (Tentatively) | Evaluating and assessing potential places to put the display so you meet the design brief. Company policies for visual design. How light, color, texture, shape and dimension combine to achieve the effects you need. The merchandiser or buyer that you need to consult about merchandise and props. Arranging delivery of merchandise and monitor the progress of deliveries. Why you must update stock records to account for merchandise on display, and how to do this. | Lectures, Power Point Presentations, Group Discussion |

***Any of these** – (i) Lecture Method; (ii) PPT; (iii) Online Sources; (iv) Group Discussion; (v) Case Studies etc. Other Methods adopted by the teacher – Please write the specific teaching method

MCM DAV College for Women, Sector – 36A, Chandigarh

MONTHLY TEACHING PLAN (Odd Semester)

Session (2023-24)

Name of Teacher: Ms. Smriti Nayyar

Department: Commerce

Class: B.Voc (Retail Management)- 1st Year (Semester-1st)

Subject: Customer Relationship Management in Retail (RSC 104)

| Sr. No. | Date (Monthly) | | Topics to be Covered | Academic Activity Undertaken |
|---------|-------------------------------|---------------------------------|--|---|
| | From | To | | |
| 1 | 24 th July , 2023 | 15 th August, 2023 | Appropriate behavior with customers & assisted self-serve nature of retail environment. Maintaining brief, to-the-point, accurate and polite responses to customer queries. Avoiding being perceived as intrusive, or step back from a situation perceived to be intrusive by customer. Guiding customer with right information & advice, when solicited. Ensuring customer comfort, and avoid customer discomfort, within store premises. Measurement & calibration of quantity and quality of product and supplies customer wants. | Lectures, Power Point Presentations, Group Discussion |
| 2 | 16 th August, 2023 | 11 th September 2023 | Make near-appropriate judgments about different types of customers, their requirements, choices & preferences through proper attention, observing their behavior, listening and conversing to effectively suggest and sell products and supplies. Help select most appropriate products & supplies based on knowledge of such judgments. Provide logical, intelligent or creative suggestions – as warranted or solicited – about products and supplies. Suggesting suitable additions or enhancements & suitable alternative products and supplies when products customer wants are out of stock or when customer is undecided. | Lectures, Power Point Presentations, Group Discussion |

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| 3 | 12 th September, 2023 | 6 th October, 2023 | Maintaining & ensuring a conducive & congenial atmosphere for customers. Relevance of store offerings to different individual customers, their purchase habits and frequencies of purchase. Ensuring compliance with health, safety & hygiene requirements for stock, store environment and paraphernalia. Removing products and supplies from shelves / display. Not suggesting customer's products & supplies beyond sell-by date or have perished or rendered non-consumable. | Lectures, Power Point Presentations, Group Discussion |
| 4 | 7 th October, 2023 | 18 th November, 2023 (Tentatively) | Providing information & advice to customers about safely transporting, storing, safekeeping or refrigeration of products, especially when solicited. Utilizing sales techniques to effect customer purchases, as appropriate to situation. Providing accurate information on store promotions on offer at time of purchase. Organizational procedures & systems to deal with customer's problems & identifying repeated customers problems. Successfully resolving customer's problems & contributing to customer's loyalty. Improving working relationships with service partners or internal customers. Negotiating with & reassuring customers while their problems are being solved. | Lectures, Power Point Presentations, Group Discussion |

***Any of these** – (i) Lecture Method; (ii) PPT; (iii) Online Sources; (iv) Group Discussion; (v) Case Studies etc. Other Methods adopted by the teacher – Please write the specific teaching method

Mehr Chand Mahajan DAV College for Women, Sector – 36A, Chandigarh
MONTHLY TEACHING PLAN (Odd Semester)
Session (2023-24)

Name of Teacher: Ms. Pahuljot Kaur Sidhu

Department: Commerce

Class: B.Voc (Sem I)

Subject: RSC 105: SALES PROCESSING AND SALES MANAGEMENT IN RETAIL

| S. No | DATE (Monthly) | | Topics to be Covered | Academic Activity Undertaken |
|-------|---------------------------|----------------------------|--|---|
| | FROM | TO | | |
| 1 | 24 th Aug 2023 | 31 st Aug 2023 | Prevalent offers & commercial terms, including those associated with loyalty programs, as applicable on billing system & what to do if such details are not found on billing systems. Appropriate mode of cash & loose cash handling, counting and settlements with customers. | Lecture method, discussion method. Quiz, |
| 2 | 1 st Sep 2023 | 30 th Sept 2023 | Providing appropriate people in organization with various reports, as mandated, on sales, receipts & dispatches of products & supplies, payments, customer preferences & feedback. Efficiently concluding the customer purchase process with quick packing/wrapping of customer's orders & billing Properly carrying out billing & payment processing to ensure customer satisfaction & minimal waiting times. Method(s) of processing payment or credit and ascertaining credit approval. Functioning of point of sale billing systems or traditional methods of raising a bill including devices & equipment such as bar code scanners, billing & payment processing systems. | Lecture method, discussion method, assignments, Class test, online sources, |
| 3 | 1 st Oct 2023 | 31 st Oct 2023 | Functioning of bar code scanners or other means of product unit identification and the insertion of the product unit details into billing details. Steps to be taken when billing systems, bar code scanners or any other equipment at sale & checkout counter is not operational. Positioning information to promote sales. How layout of selling area affects sales. Legal requirements for | Lecture method, discussion, Oral Presentations, Mid Semester Tests |

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| | | | pricing goods for sales. Company's standards for putting displays together, including standards for cleaning and preparations. Working out type & quantity of resources needed to set up displays. Briefing staff to encourage involvement. Checking work of staff preparing and putting displays together & giving feedback to staff on performance. Security, health & safety requirements & procedures relating to displaying goods. | |
| 4 | 1 st Nov 2023 | 18 th Nov 2023 | Assessing, identifying, correcting displays against relevant standards to make them safe & secure. Checking information in displays is accurate and legal. Who can authorize changes in the display. Involving staff in assessing & changing displays. Checking stock rotation & the quantity of goods on display. What can happen to stock that is not stored correctly or renewed as needed. How to replenish & rotate stock & deal with sub-standard goods. Collecting and recording information about prices. Checking pricing and price marking, correct mistakes & change prices. Importance of recording price changes accurately. Using different price marking methods and technologies. Customer's rights & the company's duties & responsibilities. | Lecture method, discussion method, assignments, Revision, Class tests |

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