

***St. Xavier's College,  
Ranchi***

***(An Autonomous College of Ranchi  
University)***

***Syllabi***

***Department of Commerce Vocational  
Studies***

***Honours Programme***

***Bachelor of Vocational***

***(Bachelor in Retail Management)***

***B.R.M***

***Department of Commerce Vocational Studies***  
***Bachelor of Vocational (B.R.M)***

The three year programme leads to the degree of B.R.M (B.R.M Honours Course). This course comprises of six semesters. For admission into Honours degree in any subject it shall be necessary for a student to have obtained not less than 50% marks in the subject concerned and also in aggregate in the Intermediate + 2 examination. This course is a full time course. The duration is for three years programme leads to the award of the degree of Bachelor in Retail Management.

**Avenues of the Bachelor in Retail Management (BRM)**

For higher study you can opt for MBA (Retail Management/Logistic & Supply Chain Management / Production & Quality Management/Post Graduate Diploma in Retail Management.) You have also the liberty to pursue your education in the other branches as per your liking i.e. Marketing/Human Resources/International Business. This degree is valid for any competitive examination including CAT/XAT/MAT like management entrance examination.

**Department of Commerce Vocational Studies**  
**Bachelor of Vocational (BRM)**  
**Course Curriculum**

<b>Sem</b>	<b>Paper</b>	<b>Course Code</b>	<b>Title of Course</b>	<b>Marks</b>	<b>Credit (CRT+ NGA)</b>
<b>I</b>	<b>I</b>	<b>PPM</b>	<b>Principle and Practice of Management</b>	<b>100</b>	<b>3+1</b>
	<b>II</b>	<b>BRM</b>	<b>Basics of Retail Management</b>	<b>100</b>	<b>3+1</b>
	<b>III</b>	<b>RFM</b>	<b>Retail Financial Management</b>	<b>100</b>	<b>3+1</b>
	<b>IV</b>	<b>BC</b>	<b>Business Communication &amp; Soft Skill Development</b>	<b>100</b>	<b>2+2</b>
	<b>V</b>	<b>RMPP</b>	<b>Research Methodology &amp; Project Planning</b>	<b>100</b>	<b>3+1</b>
<b>II</b>	<b>VI</b>	<b>OB</b>	<b>Organizational Behaviour</b>	<b>100</b>	<b>3+1</b>
	<b>VII</b>	<b>RSO</b>	<b>Retail Store Operation</b>	<b>100</b>	<b>3+1</b>
	<b>VIII</b>	<b>ITR</b>	<b>IT Operation in Retail</b>	<b>100</b>	<b>3+1</b>
	<b>IX</b>	<b>BE</b>	<b>Business Economics</b>	<b>100</b>	<b>3+1</b>
	<b>X</b>	<b>PV</b>	<b>Project &amp; Vice Voce</b>	<b>100</b>	<b>2+2</b>
<b>III</b>	<b>XI</b>	<b>QTR</b>	<b>Quantitative Technique in Retail</b>	<b>100</b>	<b>3+1</b>
	<b>XII</b>	<b>RCBB</b>	<b>Retail Consumer Buying Behaviour</b>	<b>100</b>	<b>3+1</b>
	<b>XIII</b>	<b>RS</b>	<b>Retail Strategies</b>	<b>100</b>	<b>3+1</b>
	<b>XIV</b>	<b>RSPDL</b>	<b>Retail Store Planning, Design &amp; Layout</b>	<b>100</b>	<b>3+1</b>
	<b>XV</b>	<b>PV</b>	<b>Project &amp; Vice Voce</b>	<b>100</b>	<b>2+2</b>
<b>IV</b>	<b>XVI</b>	<b>HRM</b>	<b>Human Resource Management</b>	<b>100</b>	<b>3+1</b>
	<b>XVII</b>	<b>RL</b>	<b>Retail Legislation</b>	<b>100</b>	<b>3+1</b>
	<b>XVIII</b>	<b>RMB</b>	<b>Retail Merchandising &amp; Buying</b>	<b>100</b>	<b>3+1</b>
	<b>XIX</b>	<b>SR</b>	<b>Specialty Retailing</b>	<b>100</b>	<b>3+1</b>
	<b>XX</b>	<b>PV</b>	<b>Project &amp; Vice Voce</b>	<b>100</b>	<b>2+2</b>
<b>V</b>	<b>XXI</b>	<b>SCMW</b>	<b>Supply Chain Management &amp; Warehousing</b>	<b>100</b>	<b>3+1</b>
	<b>XXII</b>	<b>RIMC</b>	<b>Retail Integrated Marketing Communication</b>	<b>100</b>	<b>3+1</b>
	<b>XXIII</b>	<b>RVMD</b>	<b>Retail Visual Merchandising &amp; Display</b>	<b>100</b>	<b>3+1</b>
	<b>XXIV</b>	<b>RCSM</b>	<b>Retail Customer Service Management</b>	<b>100</b>	<b>3+1</b>
	<b>XXV</b>	<b>PV</b>	<b>Project &amp; Vice Voce</b>	<b>100</b>	<b>2+2</b>
<b>VI</b>	<b>XXVI</b>	<b>RF</b>	<b>Retail Franchising</b>	<b>100</b>	<b>3+1</b>
	<b>XXVII</b>	<b>MM</b>	<b>Mall Management</b>	<b>100</b>	<b>3+1</b>
	<b>XXVIII</b>	<b>FLSR</b>	<b>Fashion &amp; Life Style Retailing</b>	<b>100</b>	<b>3+1</b>
	<b>XXIX</b>	<b>FGR</b>	<b>Food &amp; Grocery Retailing</b>	<b>100</b>	<b>3+1</b>
	<b>XXX</b>	<b>PV</b>	<b>Project &amp; Vice Voce</b>	<b>100</b>	<b>2+2</b>

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- 1. Marks are based on 30:70 system. 30 marks is allotted for the Mid-Semester Examination and 70 marks is allotted for the End-Semester Examination.**
- 2. Honours Course Number –X, XV, XX, XXV and XXX) : Marks are divided on 50:50 Marks Systems. 50 marks is allotted for the Internal Project Assessment & Presentation and 50 Marks is allotted for the External Viva voce.**
- 3. Pass marks for each course is 45 (Total Combined marks of mid semester examination, internal assignment, attendance and End Semester Examination)**
- 4. 1 Credit = 15 Learning Hours**
- 5. CRT=Class Room Teaching , NGA=Non Guided Assignment.**