

❖ ABOUT THE COURSE

The department of B.voc Retail Management was started in the college during the year 2018 under the NSQF Scheme of UGC. It is a UGC sponsored Skill Development Course. Retail management is one of the fastest growing career industry at present. Being an industry in fashion, it is the most attractive and emerging market in the world. Retail management deals with the techniques and processes that help to achieve better sales and sharpened customer service. It strives to create a new generation of smart retail professionals of international caliber and aims to equip them with the best practices being followed across the globe. It trains the students in the areas of Store management, Advertising, Customer service, Logistics Management, HR, Finance and Accounting. The department has taken various initiatives for both academics and overall development of students by conducting seminars, special lectures and giving exposure to retail stores and industries. This course will groom the students to tackle with challenges in the retail sector and churn out with effective competence for the attainment of goals.

EMPLOYMENT OPPORTUNITIES : Candidates with Retail Management can start their career in supervisory, client communication, merchandise shipment, sales management and administrative services.

➤ JOB ROLES:

- Retail Manager
- Store Manager
- Retail Buyer
- Retail Analyst
- Supply Chain Distributer
- Marketing Executive
- Brand Manager
- Customer Care Executives
- Merchandise Manager
- Department Manager

Eligibility:

10+2 in any stream with 45% marks

Duration: 3 Years with Multiple Exits

Exit Levels:

One Year: Diploma

Two Years: Advanced Diploma

Three Years: B.voc Degree

➤ **TEACHING LEARNING METHOD:**

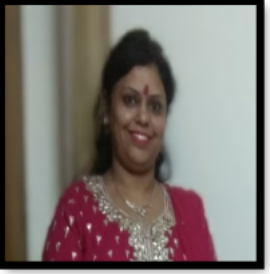


The method of instruction is based on the requirement of course, learning objectives and the learner's context. Student centered ,inquiry based teaching is imparted where teacher acts as facilitator. The curriculum is delivered through following methods:

- Lecture Sessions
- Class discussions
- Case Studies
- Flipped classroom learning
- You Tube Video Lectures
- PowerPoint Presentations
- ICT based learning through E- Pathshala, National Digital Library, access to online digital repositories for lectures, course material
- Group Exercises
- Self Learning Materials
- Talks by Experts
- Workshops
- Industrial Visits
- Fields Trips

➤ **EXPERIENTIAL LEARNING :**

During the course, students are reinforced by undertaking live projects in an industry to synchronize their conceptual knowledge and its application in the real world. With this objective Project Management as a separate subject is included in this course. Another Project work under the head 'Summer Industrial Training' is also covered, which will help the students in skill acquisition and hands on training.

❖ FACULTY PROFILE:

INCHARGES	Ms. Monika Garg Assistant Professor &Head Bachelor Of Business Administration	
	Dr. Jagmeet Kaur Assistant Professor & Head P.G. Department Of Commerce	
FACULTY	Ms. Amarpreet Kaur Assistant Professor B.voc Retail Management	

RESUME



AMARPREET KAUR

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OBJECTIVE: Seeking a position providing me the opportunity to upgrade and prepare myself for newer challenges and utilize my skill set for the progress of the organization.

EDUCATION AND CREDENTIALS :

M.B.A.	PUNJABI UNIVERSITY, PATIALA	2019	75%
B.B.A.	GURU NANAK COLLEGE FOR GIRLS,SHRI MUKTSAR SAHIB	2017	73%
+2	D.G.S.S.P.SCHOOL,BADAL,SHRI MUKTSAR SAHIB	2014	86%
10th	D.G.S.S.P.SCHOOL,BADAL, SHRI MUKTSAR SAHIB	2012	87%

SKILLS:

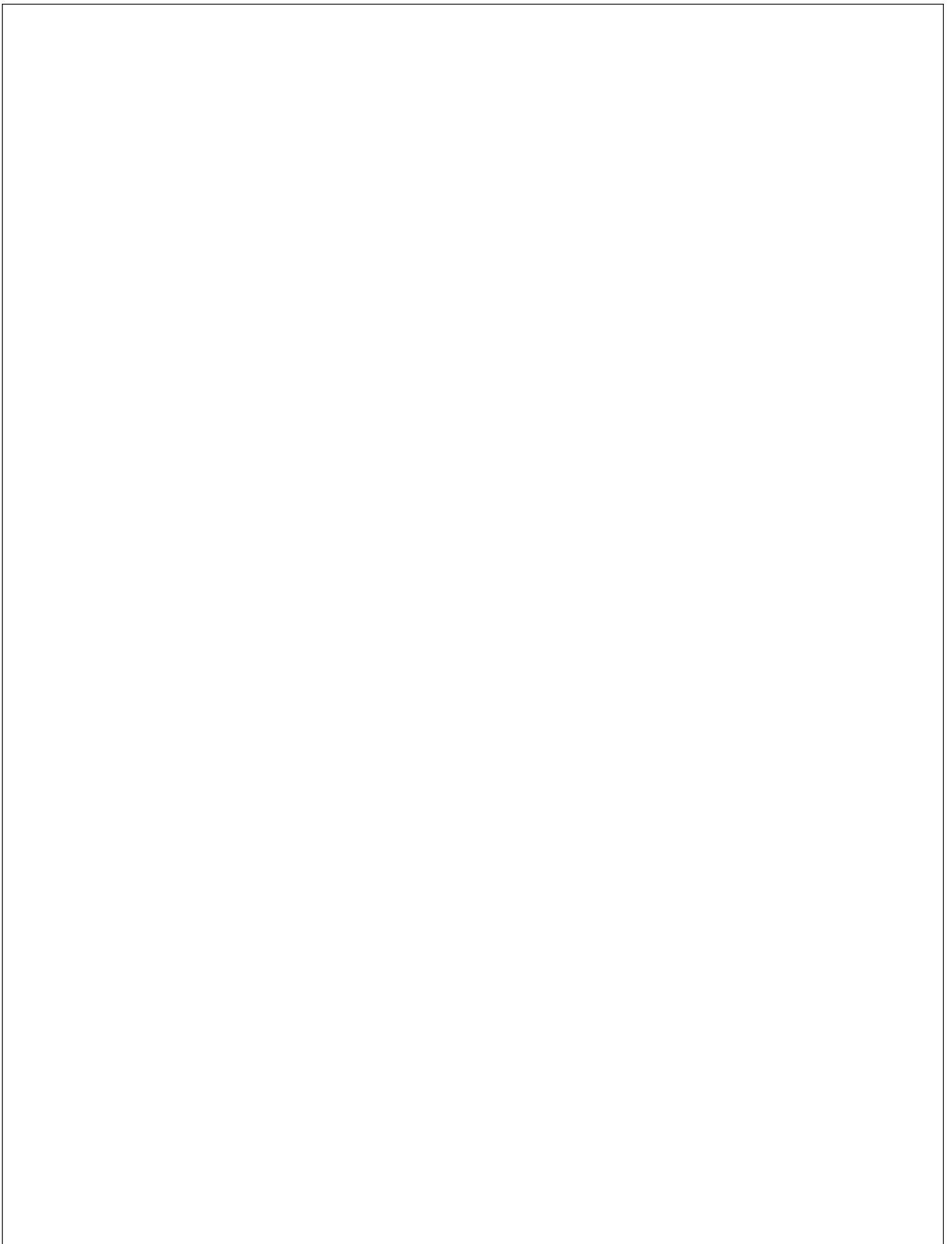
- **Good communication skills**
- **Active Participant of Co curricular Activities**
- **Good presentation skills**
- **Ability to conduct events**

NOTABLE ACHIEVEMENTS :

- Attended State level Seminar on National Education Policy in 2020.
- Had participated in ALL INDIA Fest of IIM- LUCKNOW in November 2018.
- Had attended GOOGLE WORKSHOP of Digital Marketing at IIM LUCKNOW
- Was member Organization Committee of Placement cell at Punjabi University ,Patiala
- Had conducted Management events at School Of Management Studies ,Punjabi University Patiala.
- Got 3rd position in Poem Recitation in youth festival at graduation level.
- Was CLASS REPRESENTATIVE at graduation level
- Volunteer of NSS and NCC cadet .
- Got prestigious Title of “MOST DECENT STUDENT” at School Farewell.
- Good in academics and participant of cultural events.
- Got name in Merit List in 5th class examination.

TRAINING AND MAJOR RESEARCH PROJECT AT ACADEMIC LEVEL :

- Did summer training at The Muktsar Central Cooperative Bank, Branch :Lambi along with project on “JOB SATISFACTION OF EMPLOYEES AT BANK”
- Had completed major Research Project on the topic “Organizational Commitment Of Employees at FEDREL MOGUL, PATIALA .



❖ ACTIVITIES:

➤ RETAIL OUTLETS:

- A visit to Malls, retail outlets was conducted in Amritsar on 2nd November 2018.
- A visit at Retail Stores, Mall was conducted on 6th March 2019 in Bathinda.
- The department organized a visit on September 19,2019 at retail store and Big Bazaar as well as factory outlets in Bathinda.

➤ INDUSTRIAL VISITS:

- The Department Organized an Industrial visit to Mohali on 17th September 2018
- A field Visit to Ludhiana was organized on 8th November 2018.

➤ TOUR:

- A tour to Delhi was organized from 9th Nov to 11th Nov 2019.

The department organized a visit of students to the Digital Museum on January 21,2020 dedicated to the theme of 550th Birth Anniversary of Sri Guru Nanak Dev Ji.

➤ SPECIAL LECTURES:

- An extension lecture on 'Carrer Opportunities' was organized on 20th February,2019

- Special lecture on 'Summer Internship on Retail Management' was organized on 15 march 2019.
- An Extension lecture on 'Retail Management' was conducted on 28th January 2020 by Mr. Sulabh Mathur.

➤ **WORKSHOPS:**

- A workshop on 'Retail Management' was organized by the department from 12th November to 17 November 2018.
- The Department organized a workshop on 'Sale Promotion Techniques' from 21st February to 27th February 2019.

PHOTO GALLERY

VISIT TO RETAIL OUTLETS



Visit at Retail Stores, Mall was conducted on 6th March 2019 in Bathinda.



A visit to retail outlets was conducted in Bathinda on 6th March 2019.



A visit to Mall was conducted in Ludhiana on 2nd November 2018.



Students visited various Retail outlets in Bathinda on 2nd November 2018.



Students visited Mall at Amritsar on 2nd November 2018



The department organized a visit on September 19, 2019 at retail store and Big Bazaar as well as factory outlets in Bathinda

TOUR



A Tour to Delhi was organized from 9th Nov to 11th Nov 2019.

INDUSTRIAL VISITS



Students Visited at Verka Milk Plant in Bathinda on 6th March, 2019



A field Visit to Ludhiana was organized on 8th November 2018

SPECIAL LECTURES



A Special lecture on Retail Management was organized by the department on January 28, 2020 by Sulabh Mathur.

