

## INFORMATION BROCHURE

### B.Com. in Retail Operations Management (AEDP)

Shaheed Captain Vikram Batra Government College, Palampur

*Academic Session 2026–27*

*Under National Education Policy (NEP-2020)*

#### Introduction

The B.Com (AEDP) in Retail Operations Management at Shaheed Captain Vikram Batra Government College, Palampur, is an industry-oriented program designed under the National Education Policy (NEP-2020) for the Academic Session 2026–27.

This program bridges the gap between academic learning and industry requirements by combining rigorous classroom education with a stipend-backed, mandatory corporate apprenticeship. It is specifically structured to provide students with dual benefits: a recognized university degree and documented, hands-on work experience, equipping graduates with the skills and experience needed for immediate employment.

#### Program Highlights & Structure

- NEP-2020 Compliance:** The program is designed in accordance with the National Education Policy (NEP) 2020 and follows the guidelines prescribed by the University Grants Commission (UGC).
- Institutional Intake:** The college offers a fixed capacity of 60 seats for the new incoming batch.
- Program Duration:** The B. Com (Apprenticeship Embedded Degree Programme – AEDP) in Retail Operations Management is a three-year undergraduate programme offered under the Himachal Pradesh University (HPU) programme structure. The programme comprises six semesters, with Semesters I, II, III, and IV focused on classroom-based academic instruction and Semesters V and VI dedicated to apprenticeship training in an industry setting. During the apprenticeship period, students receive stipend-supported training in accordance with the applicable apprenticeship guidelines, enabling them to integrate theoretical knowledge with practical industry experience and develop skills that enhance their employability.
- Eligibility for Admission:** Admission to this specialized, Apprenticeship-embedded UG Degree Programme (AEDP) will be strictly conducted in accordance with the rules, regulations, and merit-based criteria prescribed by Himachal Pradesh University (HPU). The eligibility conditions for enrolment in the B. Com (Retail Operations Management) programme are identical to the standard B. Com Pass Course of Himachal Pradesh University.

**5. Academic Recognition:** As per Section 5 (Clauses iv & v) of the UGC Guidelines (2025) for Apprenticeship Embedded Degree Programmes (AEDP), this programme is treated completely at par with regular undergraduate degrees specified under Section 22 (3) of the UGC Act, 1956. This applies to all intents and purposes, ensuring full eligibility for employment, public/private recruitment, and direct admission into Master's and Ph.D. programmes.

#### **6. Stipend Policy:**

In alignment with the UGC Guidelines (2025), students enrolled in the Apprenticeship Embedded Degree Programme (AEDP) receive stipend support throughout the designated training period. The stipend model depends on the type of institutional partnership:

- **Direct Industry Partnerships:** When the programme is offered directly in collaboration with an industry or establishment, the stipend is paid by the respective employer in accordance with the *Apprentices Act, 1961* and *Apprenticeship Rules, 1992* (as amended from time to time).
- **NATS Portal Registration:** When the programme is facilitated through registration on the National Apprenticeship Training Scheme (NATS) portal, the stipend is shared/paid by the Government as per the formal agreement signed with the Regional Boards (BOAT/BOPT).

**7. AEDP Student Compliance Guidelines:** Graduation requires maintaining strict attendance and workplace discipline, clearing all three assessment pillars along with a project report, and fully complying with all statutory UGC/HEI guidelines to secure the qualification and Academic Bank of Credits (ABC) portal credits.

**Attendance & Conduct:** Maintenance of the minimum attendance prescribed by the Higher Education Institution (HEI) is mandatory. Strict adherence to safety rules and disciplinary norms of the assigned workplace (the industry/establishment hosting the On-the-Job Training) is required.

**Grading Criteria:** The final score is determined by the average of three components:

- **Industry Assessment:** 30%–40%
- **Faculty Mentor Evaluation:** 30%–40%
- **HEI Seminar/Viva-Voce:** 20%–40%

**Note:** The HEI shall have the flexibility to structure the assessment of the apprenticeship component in partnership with the industry/establishment.

**Mandatory Submissions:** Students must maintain an updated daily learning diary and submit a comprehensive project report to the HEI expert committee based on the completed training.

- **Degree Certification:** Upon successful completion, the HEI partners with the industry to award the qualification and upload credits directly to the Academic Bank of Credits (ABC) portal.
- **Statutory Compliance:** Students must strictly adhere to all official UGC guidelines, territorial jurisdictions, and institutional norms. Any violation or non-compliance will result in disqualification and the restriction of degree issuance.

### **8. HPU Programme Structure & Objectives (AEDP - B.Com. in Retail Operations)**

This official curriculum framework from Himachal Pradesh University systematically bridges classroom-based business concepts with professional field experiences under NEP-2020. The Apprenticeship-Embedded Degree Programme (AEDP) for the Bachelor of Commerce (B.Com.) in Retail Operations Management guides students through a progressive learning matrix that blends core commercial theory, digital merchandising, and inventory logistics. It culminates in an intensive, field-based corporate apprenticeship designed to secure immediate sector readiness and competitive corporate employability upon graduation.

## **Himachal Pradesh University**

### **Programme Structure**

### **Bachelor of Commerce (B. Com) in Retail Operations Under Apprenticeship-Based UG Degree Programme (AEDP)**

**(As per National Education Policy-2020)  
(Three- and Four-Year Course)**

#### **Programme Objectives:**

1. To integrate academic learning with industry-based experiential training through structured apprenticeships in the retail sector.
2. To promote self-assured, employable graduates by fostering dynamic business skills in customer relations, retail operations, merchandising, and effective communication.
3. To promote holistic development by embedding value education, sustainability practices, and multidisciplinary knowledge.
4. To support and align students' capabilities in becoming lifelong learners, enabling them to adapt, grow, and pursue higher education or diverse career paths in a rapidly changing world.

#### **Programme Outcomes:**

By the end of the program, graduates will be able to:

1. PO1 –Domain Knowledge: Demonstrate foundational and specialized knowledge in retail operations, inventory, merchandising, logistics, and customer relationship

management.

2. PO2 – Employability Skills: Apply professional skills in a retail operation, including store handling, POS management, Product display, and supply chain management through an extended apprenticeship.
3. PO3 – Industry Readiness: Integrate theoretical concepts with real-time industry practices, demonstrating proficiency in retail technologies, customer handling, and performance tracking.
4. PO4 – Communication & Teamwork: Exhibit effective communication, leadership, and interpersonal skills, enabling collaboration in diverse teams and customer-related roles.
5. PO5 –Ethical and Entrepreneurial Outlook: Demonstrate a sense of ethical responsibility and sustainability while applying innovative thinking and business acumen to manage or initiate retail ventures with integrity and purpose.
6. PO6 - Analytical and Informed Decision Making: Apply critical thinking, data analysis, and digital tools to understand real-world retail challenges and make well-informed, practical business decisions.

## Program Structure

### Scheme of Teaching & Evaluation for B. Com in Retail Operations Management

<b>Semester I</b>								
Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	B.C.R/E/B 101	Basics of Accounting	DSC – I	2+1+2	70	30	100	4
2	B.C.R 102	Introduction to Retail Operations	DSC – II	3+1+0	70	30	100	4
3	B.C.R 103	Inventory Management	MC – I	3+0+2	70	30	100	4
4	B.C.R MDC - I		MDC – I	3+0+0	50	25	75	3
5	B.C.R 104	Principles of Marketing	SEC – I	2+1+0	50	25	75	3
6		To be chosen from the basket of languages	AEC - I	2+0+0	35	15	50	2
<b>Sub-Total (A)</b>					345	155	500	20

<b>Semester II</b>								
Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
7	B.C.R/E/B 105	Personality Development and Communication Skills	DSC – III	3+0+1	70	30	100	4
8	B.C.R	Supply Chain	DSC – IV	3+1+0	70	30	100	4

	106	Management						
9	B.C.R 107	In Store Merchandising, Cashiering operations, and Workplace Safety	MC – II	3+0+2	70	30	100	4
10	B.C.R MDC-II		MDC – II	3+0+0	50	25	75	3
11	B.C.R 108	Leadership and Soft Skills	SEC – II	2+0+2	50	25	75	3
12		Environment-related Courses (As prepared by the Department of Env. Science)	VAC – I	2+0+0	35	15	50	2
13		As per the guidelines of the University *	I/A/P/C*	0+0+2*		50*	50*	2*
<b>Sub-Total (B)</b>					345	155	500	20

#### EXIT OPTION WITH CERTIFICATION

\*Credits may vary as per the directions of the University.

**Proposed**

<b>Semester III</b>								
Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
14	B.C.R/E/B 201	Customer Relationship Management	DSC – V	3+1+0	70	30	100	4
15	B.C.R 202	Retail Entrepreneurship	DSC – VI	3+0+2	70	30	100	4
16	B.C.R 203	Customer Loyalty and Retention & Social Media Marketing	MC – III	4+0+0	70	30	100	4
17	B.C.R		MDC – III	3+0+0	50	25	75	3

	MDC-III							
18	B.C.R 204	Practical in Retail Sales Management	SEC – III	3+0+0	50	25	75	3
19		As per the Faculty of Commerce and Management	VAC – II	2+0+0	35	15	50	2
20		As per the guidelines of the University *	AEC – II	2+0+0	35	15	50	2
<b>Sub-Total (C)</b>					380	170	550	22

<b>Semester IV</b>								
<b>Sr. No.</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Category of courses</b>	<b>Teaching Hours Per Week (L+T+P)</b>	<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>	<b>Credits</b>
21	B.C.R/E/B 205	IT Skills in Business	DSC – VII	2+1+2	70	30	100	4
22	B.C.R 206	Manpower Management	DSC – VIII	4+0+0	70	30	100	4
23	B.C.R 207	Product Management and Market Segmentation	MC – IIV	4+0+0	70	30	100	4
24	B.C.R 208	<b>Any of the following</b> Introduction to Enterprise Resource Management <b>OR</b> Introduction to FMCG & Retail Sales Management	DSE – I	3+1+0	70	30	100	4
25		As per the Faculty of Commerce and Management	VAC – III	2+0+0	35	15	50	2
26		As per the guidelines of	AEC – III	2+0+0	35	15	50	2

		the University *						
<b>Sub-Total (D)</b>					350	150	500	22

EXIT OPTION WITH DIPLOMA

Semester V								
Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
27	B.C.R 301	Allied course -MOOC ( -----)	DSC – IX	-	-	-	100	2
28	B.C.R 302	Apprenticeship in Store Operations	DSC – X	-	-	-	100	20
<b>Sub-Total (E)</b>					350	150	200	22

Semester VI								
Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
29	B.C.R 303	Allied course -MOOC ( -----)	DSC – XI	-	-	-	100	2
30	B.C.R 304	Apprenticeship in Store Operations	DSC – XII	-	-	-	100	20
<b>Sub-Total (F)</b>					350	150	200	22
<b>Grand Total</b>					1420		2450*	126*

#### EXIT OPTION WITH BACHELOR'S DEGREE

\*Credits may vary due to changes in Semester II - I/A/P/C, as per the guidelines of the University

## Acronyms Expanded

**AEC:** Ability Enhancement Course

**DSC:** Discipline-Specific Core (Course)

**SEC-SB/VB:** Skill Enhancement Course-Skill Based/ Value-Based

**MC:** Minor Course

**MDC:** Multi-Disciplinary Course

**VAC:** Value Addition Course

**DSE:** Discipline Specific Elective

**SEE:** Semester End Examination

**CIE:** Continuous Internal Evaluation

**L+T+P:** Lecture + Tutorial + Practical(s)

**I/A/P/C:** Internship/Apprenticeship/Project/Community Outreach

## **B. Com in Retail Operations Management**

### **1<sup>st</sup> Semester**

#### **Course Contents**

<b>B.C.R/E/B 101 Basics of Accounting – (DSC- I)</b>
<b>B.C.R 102 Introduction to Retail Operations – (DSC- II)</b>
<b>B.C.R 103 Inventory Management – (MC-I)</b>
<b>Course Code - B.C.R (MDC – I)</b>
<b>B.C.R 104 Principles of Marketing- (SEC-I)</b>
<b>Course Code - AEC – I: To be chosen from the basket of languages</b>

**B.COM IN RETAIL OPERATIONS MANAGEMENT****1<sup>st</sup> SEMESTER****Basics of Accounting- DSC – I****Course Code: B.C.R/E/B 101****Exam Duration: 3 hrs****Marks: 70****Lectures: 60****Course Objectives:**

This course aims to provide foundational knowledge of accounting principles, processes, and practices used in recording and reporting business transactions. It familiarizes students with the double-entry system, journal and ledger preparation, trial balance, and the preparation of final accounts with basic adjustments. The course emphasizes accuracy, clarity, and compliance with standard accounting conventions, enabling learners to understand and apply accounting principles in day-to-day business operations.

**Course Outcomes: After successful completion of this course, learners will be able to**

- Understand the basic concepts and objectives of accounting and distinguish between bookkeeping and accounting practices.
- Apply the double-entry system to record business transactions in journals, subsidiary books, and ledgers.
- Prepare trial balances using appropriate methods and identify types of accounting errors.
- Prepare final accounts of non-corporate business entities, including necessary adjustments for accurate financial reporting.

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit – I</b> <b>Accounting Concept</b>	Meaning of bookkeeping and accounting, difference between bookkeeping and accounting, objectives, advantages and limitations of accounting cycle, Basis of Accounting, GAPPs-- Concepts and Conventions of accounting, Branches of accounting, basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities.	10
<b>Unit - II</b> <b>Journal, Ledger, and Subsidiaries book</b>	Double Entry System- meaning, advantages and disadvantages; Types of accounts; Journal and rules of journalizing; accounting equation; subsidiary books; Petty cash book; Cash book- single, double, and triple column; ledger accounts and	10
<b>Unit – III</b> <b>Trial Balance</b>	Trial balance- methods of preparation of trial balance; Errors and their types.	10
<b>Unit – IV</b> <b>Final Account with adjustments</b>	Capital and Revenue Expenditures and Receipts: General Introduction Only. Preparation of financial statements of non-corporate business entities	10

<b>Practical</b>	Computerised Accounts by using any accounting software, Creating Accounting Ledgers and groups, Vouchers Entry, Generating Reports, Backup and restore data.	20
<b>Tutorial</b>		10

## References

- Grewal, T. S. (n.d.). Introduction to accounting. Sultan Chand & Sons.
- Gupta, R. L. (n.d.). Book keeping and accounting. Sultan Chand & Sons.
- Maheshwari, S. N., & Maheshwari, S. K. (2018). An introduction to accountancy (11th ed.). Vikas Publishing House.
- Jain, S. P., & Narang, K. L. (2017). Principles of accounting (Latest ed.). Kalyani Publishers.
- Tulsian, P. C. (2016). Financial accounting (2nd ed.). Pearson Education India.

## B.COM IN RETAIL OPERATIONS MANAGEMENT

### 1<sup>st</sup> SEMESTER

#### Introduction to Retail Operation- DSC – II

Course Code: B.C.R. 102

Exam Duration: 3 hrs

Marks: 70

Lectures: 60

#### Course Objectives:

This course aims to familiarize students with the structure, processes, and daily operations of modern retail stores, including various departments and their respective roles. It also seeks to develop an understanding of Point-of-Sale (POS) systems and effective customer handling techniques, with a focus on legal and procedural compliance. Additionally, the course equips learners with essential knowledge of store security protocols and technologies to ensure operational safety and prevent losses. Emphasis is also placed on the importance of teamwork, interpersonal communication, and collaboration within a retail environment.

#### Course Outcomes: After successful completion of this course, learners will be able to

- Describe the evolution and components of retail operations, including store layout, staffing, and supply chain processes.
- Operate POS systems and apply procedures for handling payments, refunds, and age-restricted product sales.
- Identify potential security risks in retail and explain methods and tools for maintaining store safety.
- Demonstrate effective teamwork and communication skills in simulated retail scenarios and understand team dynamics in a retail environment.

Units	Contents	Hrs
<b>Unit – I</b> <b>Introduction to Retail Store Operations</b>	Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organization under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity	15
	Cash Points/POS- Purpose of POS- Cash points POS set up- Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions - Process of handling other cash	15

<p><b>Unit – II</b></p> <p><b>Servicing at Cash Point/POS (Point of Sale)</b></p>	<p>equivalents, discounts, refunds, fractions and currency conversions – Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions - Procedures of handling customers and complaints at the POS.</p> <p>Meaning of age-restricted products-Policies and procedures to be followed while selling age-restricted products-Policies and procedures for refusing sale of age-restricted products-Documents that can be accepted as proof of age-Impact of not collecting prescribed proof of age - Impact of selling age-restricted products to underage customers.</p>	
<p><b>Unit –III</b></p> <p><b>Maintaining Store Security</b></p>	<p>The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security.</p> <p>Types of security risks that can arise in your workplace: the authority and responsibility while dealing with security risks, including legal rights and duties, the approved procedure and techniques for protecting personal safety when security risks arise.</p> <p>Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store–such as soft tags, hard tags, RFID along with its uses and applications.</p>	15
<p><b>Unit – IV</b></p> <p><b>Principles of Team Work</b></p>	<p>Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman’s Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of Team goals</p>	15
<p><b>Tutorial</b></p>	<p>The tutorial sessions will reinforce theoretical concepts through case discussions, worksheets, quizzes, and guided exercises focused on retail processes, POS transactions, customer service, and store safety protocols. These sessions aim to enhance conceptual clarity and application skills.</p>	

**Reference Books:**

**Books on Retail Management**

- Levy, M., Weitz, B. A., & Pandit, A. (2017). *Retailing management* (9th ed.). Tata McGraw-Hill Education.
- Madaan, K. V. S. (2009). *Fundamentals Of Retailing* [English]. McGraw Hill Education.

- Vedamani, G. (n.d.). *Retail management: Functional principles & practices* (5th ed.). Pearson

### Books on Team Building

- Lencioni, P. M. (2016). *The ideal team player: How to recognize and cultivate the three essential virtues*. Jossey-Bass.
- Gordon, J. (2018). *The power of a positive team: Proven principles and practices that make great teams great*. Wiley.
- Dale Carnegie Training India. (2012). *The leader in you*. Simon & Schuster.
- Chamaria, A., & Kakkar, G. (2018). *You are the key: Unlocking doors through social selling*. Bloomsbury India.
- Pillai, R. (2010). *Corporate Chanakya on management*. Jaico Publishing House.

### Additional Resources

- Retailers Association's Skill Council of India. (2023). *Qualification pack*. In Retailers Association's Skill Council of India.

**B.COM IN RETAIL OPERATION****1<sup>st</sup> SEMESTER****Inventory Management- MC – I****Course Code: B.C.R. 103****Exam Duration: 3 hrs****Marks: 70****Lectures: 60****Course Objectives:**

This course aims to equip students with foundational knowledge and practical understanding of inventory management in retail and business operations. It introduces key inventory concepts, valuation methods, and stock control techniques essential for minimizing costs and improving efficiency. The course also emphasizes the role of inventory in working capital management and explores the use of analytical tools and control systems to enhance decision-making and operational effectiveness.

**Course Outcomes: After successful completion of this course, learners will be able to**

- Explain the fundamental concepts, principles, and processes of inventory management and its role in enhancing operational efficiency.
- Evaluate inventory valuation methods, classification techniques, and replenishment strategies to ensure adequate stock control and avoid excess inventory.
- Analyze working capital requirements and apply financial ratios to assess liquidity and inventory-related performance.
- Apply inventory control techniques such as EOQ, ABC, VED, and JIT to manage inventory levels, minimize losses, and handle obsolete and scrap inventory.

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit – I</b> <b>Inventory Management</b>	Concept, Meaning, Inventory Management Process, and why is inventory management important? Principles of Inventory Management, how to improve inventory management, perpetual inventory system, what are inventory costs, Role of Inventory Management, Methods of Inventory Management, Benefits of good Inventory Management.	10
<b>Unit - II</b> <b>Concept and Valuation Inventory</b>	Concept and Objectives of Inventory, Need for holding Inventory, Planning and controlling Inventory levels, Effects of excess inventory on business, Product Classification, Product Coding, Lead Time, Replenishment Methods.	10
<b>Unit – III</b> <b>Management of Working Capital</b>	Concept, Meaning, Classification, Factors determining Working Capital requirements, Sources of Working Capital, Need of Working Capital, Working Capital Ratio–current ratio, quick ratio, absolute liquid ratio, cash ratio and working capital turnover ratio	15
	Concept and Meaning of Inventory Control, Objectives and	15

<b>Unit – IV</b>  <b>Inventory Control</b>	Importance and Essentials of Inventory Control, Types of Inventory, Techniques of Inventory Control–EOQ, ROP, ABC, VED, JIT, Determination of Inventory levels, Impact of Inventory Inaccuracy, Disposal of Obsolete and Scrap items, Reasons for Obsolescence, Control of Obsolescence, Control of Scrap.	
<b>Practical</b>	The practical component will include exercises on inventory valuation, EOQ calculations, product classification, and working capital analysis through case studies and simulations. These activities aim to develop analytical and decision-making skills related to inventory control and optimization.	20

### References:

- Starr, M. K., & Miller, D. W. (n.d.). *Inventory control: Theory and practice*. Prentice Hall.
- Tersine, R. J. (n.d.). *Principles of inventory and materials management*. PTR Prentice Hall.
- Silver, E. A., Pyke, D. F., & Peterson, R. (n.d.). *Inventory management and production planning and scheduling*. John Wiley & Sons.
- Waters, D. (2019). *Inventory control and management* (3rd ed.). Wiley.
- Chopra, S., & Meindl, P. (2022). *Supply chain management: Strategy, planning, and operation* (7th ed.). Pearson.
- Arnold, J. R. T., Chapman, S. N., & Clive, L. M. (2011). *Introduction to materials management* (7th ed.). Pearson.

**B.COM IN RETAIL OPERATION****1<sup>st</sup> SEMESTER****Principles of Marketing- SEC – I****Course Code: B.C.R. 104****Exam Duration: 3 hrs****Marks: 50****Lectures: 45****Course Objectives:**

The course aims to equip learners with a foundational understanding of modern marketing principles, strategies, and practices, emphasizing consumer-centric approaches, marketing mix elements, integrated marketing communication, and emerging trends in the retail and digital environment.

**Course Outcomes: After successful completion of this course, learners will be able to**

- Explain the core concepts of marketing, market segmentation, targeting, and the role of customer relationship management in achieving business objectives.
- Describe the components of the marketing mix, including product, pricing, branding, and positioning strategies relevant to retail marketing.
- Analyze the role of physical distribution, supply chain, and integrated marketing communication (IMC) in achieving marketing effectiveness.
- Evaluate different promotional tools and emerging trends such as digital, green, rural, and social marketing to develop effective marketing strategies.

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit-I</b> <b>Introduction to Marketing</b>	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Basis of Market Segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting- Concept, Five patterns of Target market Selection, Complaint Management	10
<b>Unit-II</b> <b>Marketing Essentials</b>	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing Concept, Objectives, Factors influencing Pricing, Pricing Strategies	15

	Promotion: Nature and importance of promotion; Communication process;	20
<b>Unit – III</b>  <b>Promotion, Integrated Marketing Communication (IMC) and Modern Marketing Trends</b>	<p>Types of promotion: advertising, personal selling, public relations&amp; sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing, Consumerism</p> <p><b>Physical Distribution-</b> Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional &amp; Contemporary Channels) Supply Chain Management-Concept, Components of SCM</p> <p><b>Integrated Marketing Communication (IMC)-</b> Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing,</p> <p><b>Sales Management-</b>Concept, Components, USP-concept, Importance, Emerging trends in selling, Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling</p>	
<b>Tutorial</b>	Case studies, group discussions, and worksheets on segmentation, branding, pricing, and customer relationship strategies. Activities will also cover IMC planning, personal selling role plays, and digital marketing analysis.	

### References:

- Sherlekar, S. A., & Pany, F. (2017). *Marketing principles and management*. Himalaya Publishing House.
- Kotler, P., Armstrong, G., Agnihotri, P., & Haque, A. U. (2017). *Principles of marketing* (13th ed.). Pearson Education India.
- Bajaj, C., & Kaur, R. (n.d.). *Principles of marketing*. Kalyani Publishers.
- Krishnamoorthy, R. (2019). *Sherlekar's marketing management: Concepts and cases* (14th ed.). Himalaya Publishing House.
- Biztantra. (2015). *Marketing management: An Indian perspective* (2nd ed.). Biztantra Publications.

## **B. Com in Retail Operations Management**

### **2<sup>nd</sup> Semester**

#### **Course Contents**

<b>B.C.R/E/B 105 Personality Development and Communication Skills – (DSC-III)</b>
<b>B.C.R 106 Supply Chain Management – (DSC-IV)</b>
<b>B.C.R 107 In-Store Merchandising, Cashiering Operations, and Workplace Safety – (MC-II)</b>
<b>Course Code - B.C.R (MDC – II)</b>
<b>B.C.R 108 Leadership and Soft Skills - (SEC-II)</b>
<b>Course Code - VAC – I: Environment-related course (As prepared by the Department of Env. Science)</b>
<b>Course Code - I/A/P/C* As per the guidelines of the University</b>

**B.COM IN RETAIL OPERATION****2<sup>nd</sup> SEMESTER****PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS- DSC – III****Course Code: B.C.R/E/B 105****Exam Duration: 3 hrs****Marks: 70****Lectures: 60****Course Objectives:**

This course aims to enhance students' self-awareness and confidence through personality development, equipping them with essential communication and soft skills for personal and professional success. It focuses on improving verbal and non-verbal communication, workplace etiquette, emotional intelligence, and interpersonal effectiveness to meet the demands of the modern retail and corporate environment.

**Course Outcomes: After successful completion of this course, learners will be able to**

- Describe the key elements, determinants, and types of personality, and assess personal strengths and weaknesses using self-assessment tools like SWOT analysis.
- Demonstrate foundational communication skills, including verbal, non-verbal, written, and listening, and apply techniques to overcome communication barriers.
- Develop professional communication competencies such as public speaking, resume writing, group discussion, and business etiquette for workplace readiness.
- Apply soft skills such as time management, positive attitude, emotional intelligence, and conflict resolution through experiential learning activities like role plays and mock interviews.

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit – I Introduction to Personality Development</b>	Concept and Meaning of Personality, Determinants of Personality: Heredity and Environment, Types of Personality (Introvert, Extrovert, Ambivert), Stages and Process of Personality Development, SWOT Analysis – Self-assessment Techniques, Importance of Grooming, Etiquette, and Body Language	12
<b>Unit – II Communication Skills – Foundations</b>	Meaning and Elements of Communication, Types: Verbal, Non-verbal, Written, and Visual, Communication Cycle and Process, Barriers to Communication and Overcoming Them, Listening Skills and Importance of Feedback, Essentials of Effective Communication	10
<b>Unit - III Professional Communication Skills</b>	Business and Workplace Communication, Public Speaking and Presentation Skills, Interview Skills and Resume Writing, Group Discussion Techniques, Email Writing and Telephone Etiquette, Cross-cultural and Gender-sensitive Communication	12
<b>Unit – IV</b>	Time Management and Goal Setting, Positive Attitude and Self-motivation, Stress Management and Emotional	

<b>Personality in Action and Soft Skills</b>	Intelligence, Conflict Management and Interpersonal Relations, Mock Interviews, Role Plays, and Group Activities	11
<b>Practical</b>	Mock Interviews, Project Files and Group Discussions	30

### References:

- Mitra, B. K. (2024). *Personality development and soft skills* (3rd ed.). Oxford University Press.
- Mishra, R. K. (n.d.). *Personality development*. Rupa Publications.

<b>B.COM IN RETAIL OPERATION</b> <b>2<sup>nd</sup> SEMESTER</b> <b>Supply Chain Management- DSC – IV</b> <b>Course Code: B.C.R. 106</b>		
<b>Exam Duration: 3 hrs</b>	<b>Marks: 70</b>	<b>Lectures: 60</b>

### Course Objectives:

This course aims to provide learners with a comprehensive understanding of the principles, strategies, and processes involved in supply chain management. It introduces key elements such as network design, transportation, sourcing, and coordination to help students analyze and optimize supply chain performance in a dynamic business environment. The course also emphasizes the role of technology, trust, and integration in building efficient and resilient supply chains.

### Course Outcomes: After successful completion of the course, learners will be able to

- Explain the objectives, importance, and strategic drivers of supply chain management along with everyday challenges and their impact on business operations.
- Design and evaluate supply chain networks, including distribution strategies, e-business integration, and factors influencing network decisions.
- Analyze transportation modes and sourcing decisions to optimize supply chain efficiency, cost-effectiveness, and responsiveness.
- Assess coordination issues within a supply chain and recommend collaborative solutions like vendor-managed inventory and continuous replenishment strategies.

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit – I Introduction to Supply Chain Management</b>	About Supply Chain, Objectives, Importance, Process, Supply Chain Strategies and its drivers, Obstacles and E, Impacts on Supply Chain Management.	15

<p><b>Unit – II</b> <b>Designing the Supply Chain Network</b></p>	<p>Designing the distribution network, role of distribution, factors influencing distribution, design options, e-business and its impact, distribution networks in practice, network design in the supply chain, role of network, factors affecting the network design decisions, modelling for supply chain</p>	<p>15</p>
<p><b>Unit – III</b> <b>Transportation Networks and Sourcing-</b></p>	<p>Role of transportation, modes and their performance, transportation infrastructure and policies, design options and their trade-offs, Tailored transportation. Sourcing In-house or Outsourcing</p>	<p>15</p>
<p><b>Unit - IV</b> <b>Coordination in a Supply Chain</b></p>	<p>Lack of supply chain coordination and the Bullwhip effect, an obstacle to coordination, managerial levels, building partnerships and trust, continuous replenishment and vendor-managed inventories, collaborative planning, forecasting, and replenishment</p>	<p>15</p>

**References:**

- Chopra, S., & Meindl, P. (2023). *Supply chain management: Strategy, planning, and operation* (8th ed.). Prentice Hall.
- Schönsleben, P. (2016). *Integral logistics management: Operations and supply chain management within and across companies* (5th ed.). CRC Press, Taylor & Francis Group.
- Christopher, M. (2016). *Logistics & supply chain management* (5th ed.). Pearson Education.
- Ballou, R. H. (2003). *Business logistics: Supply chain management* (5th ed.). Prentice Hall.
- Ghiani, G., Laporte, G., & Musmanno, R. (2013). *Introduction to logistics systems management* (2nd ed.). Wiley.
- Myerson, P. A. (2015). *Supply chain and logistics management made easy: Methods and applications for planning, operation, integration, control, and improvement, and network design*. Pearson FT Press.

**B.COM IN RETAIL OPERATION****2<sup>nd</sup> SEMESTER****In Store Merchandising, Cashiering Operations, and Workplace Safety - MC – II****Course Code: B.C.R. 107****Exam Duration: 3 hrs****Marks: 70****Lectures: 60****Course Objectives:**

This course aims to provide students with practical knowledge and essential skills related to in-store merchandising, cashiering operations, and workplace health and safety in a retail environment. It prepares learners to manage product displays, process customer orders and payments efficiently, handle returns and exchanges, and ensure safety compliance within store operations, thereby enhancing the overall customer experience and business performance.

**Course Outcomes: After successful completion of the course, learners will be able to**

- Apply principles of in-store merchandising and visual display techniques to enhance product appeal and customer engagement.
- Process customer orders and part exchanges accurately while maintaining confidentiality and adhering to store policies.
- Execute payment procedures and returns/refunds as per statutory norms and company guidelines, ensuring customer satisfaction and compliance.
- Identify workplace hazards and implement safety protocols and risk mitigation strategies in alignment with WHS standards for retail.

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit - I Preparing Products for Sale &amp; Customer Assistance</b>	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Plano gram - Putting Products for Sale - Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.	12
<b>Unit -II Processing Customer Orders and Exchanges</b>	Procedures of processing customer orders - Identify and resolve problems while processing customer orders - the importance of protecting the confidentiality of the customer information - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products. Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange. Consequences of not checking the	13

	ownership of the items.	
<b>Unit - III Processing Customer Payments and Goods Return</b>	Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions, the risks to the company of offering credit to customers, company guidelines for setting customer credit limits, the process of checking customer accounts effectively, and the process to identify overdue payments and customers who have gone over their credit limits. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods	13
<b>Unit -IV Workplace Health and Safety</b>	Overview of workplace health and safety (WHS) regulations and standards in the retail sector Importance of WHS in a retail store environment, Responsibilities of employers, managers, and 14 employees regarding WHS Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal protective equipment and their benefits	12
<b>Practical</b>	Store layout design, POS transaction simulations, handling returns, and role plays on customer service. Safety drills and risk assessments will train students in real-time retail WHS compliance.	20

#### Reference:

- Vedamani, G. (n.d.). Retail management: Functional principles & practices (5th ed.). Pearson.
- Bhalla, S., & Singha, A. (n.d.). Visual merchandising. Tata McGraw-Hill.
- Colborne, R. (2010). Visual merchandising: The business of merchandise presentation. Routledge.
- Russell, P. J. (2014). Field visual merchandising strategy: Developing a national in-store strategy using a merchandising service organization. Fairchild Books.

#### Additional Sources

- Retailers Association's Skill Council of India. (2021). Qualification pack. In *Retailers Association's Skill Council of India*.

**B.COM IN RETAIL OPERATIONS MANAGEMENT****2<sup>nd</sup> SEMESTER****Leadership and Soft Skills- SEC – II****Course Code: B.C.R. 108****Exam Duration: 3 hrs****Marks: 50****Lectures: 45****Course Objectives:**

This course aims to develop leadership potential and enhance essential soft skills among students, preparing them for professional success in dynamic retail and business environments. It introduces foundational leadership theories and styles, strengthens communication and interpersonal competencies, and fosters critical soft skills such as emotional intelligence, time management, decision-making, and ethical conduct. Emphasis is also placed on teamwork, diversity, and the role of responsible leadership in achieving organizational goals.

**Course Outcomes: After successful completion of the course, learners will be able to**

- Explain key leadership concepts, styles, and theories, and analyze leadership qualities relevant in both Indian and global business contexts.
- Demonstrate effective communication and interpersonal skills, including active listening, empathy, negotiation, and business etiquette.
- Apply soft skills such as emotional intelligence, goal setting, critical thinking, and stress management to enhance personal and professional growth.
- Evaluate the role of ethical leadership, teamwork, and inclusion through case-based learning and real-world applications.

<b>Units</b>	<b>Contents</b>	<b>Hrs</b>
<b>Unit - I Fundamentals of Leadership</b>	Concept and Definition of Leadership, Difference between Leadership and Management, Types of Leadership Styles: Autocratic, Democratic, Transformational, etc., Theories of Leadership: Trait, Behavioral, Situational, and Contemporary Approaches,  Qualities and Competencies of Effective Leaders, Leadership in Indian Business and Global Context	10
<b>Unit - II Interpersonal and Soft Skills</b>	Interpersonal Skills: Empathy, Conflict Resolution, Negotiation, Time Management and Goal Setting, Emotional Intelligence and Self-awareness, Stress Management and Work-Life Balance, Decision-Making and Critical Thinking. Adaptability and Creativity at the Workplace	10
<b>Unit – III Teamwork, Ethics, and Leadership in Action</b>	Team Building and Group Dynamics, Leadership Roles in Team Success, Ethical Leadership and Corporate Social Responsibility, Diversity and Inclusion in the Workplace, Case Studies of Successful Leaders.	10

<b>Practical</b>	Role plays, group activities, and case study discussions to develop interpersonal effectiveness, emotional intelligence, and ethical leadership. Activities foster teamwork, decision-making, and creative problem-solving.	30
------------------	---	----

## References:

- Robbins, S. P., & Judge, T. A. (2017). *Organizational behavior* (17th ed.). Pearson.
- Maxwell, J. C. (2011). *The 5 levels of leadership: Proven steps to maximize your potential*. Center Street.
- Lencioni, P. M. (2016). *The ideal team player: How to recognize and cultivate the three essential virtues*. Jossey-Bass.
- DuBrin, A. J. (2015). *Leadership: Research findings, practice, and skills* (8th ed.). Cengage Learning.
- Prasad, L. M. (2005). *Organizational behaviour*. Sultan Chand & Sons.
- Kaul, A. (2011). *Effective business communication* (2nd ed.). PHI Learning Pvt. Ltd.
- Mitra, B. K. (2024). *Personality development and soft skills* (3rd ed.). Oxford University Press.
- Rao, M. S. (2011). *Soft skills: Enhancing employability*. I. K. International Publishing House.
- Liraz, M. (n.d.). *How to improve leadership and management skills: Effective strategies for business managers*. Independently published.

## **B. Com in Retail Operations Management**

### **3<sup>rd</sup> Semester**

#### **Course Contents**

<b>B.C.R/E/B201Customer Relationship Management</b>
<b>B.C.R 202Retail Entrepreneurship</b>
<b>B.C.R 203Customer Loyalty and Retention&amp; Social Media Marketing</b>
<b>Course Code - B.C.R MDC – III</b>
<b>B.C.R 204Practical in Retail Sales Management</b>
<b>Course Code - VAC–II: As per the faculty of commerce and management</b>
<b>Course Code –AEC–II: As per the guidelines of the University</b>

## **B. Com in Retail Operations Management**

**4<sup>th</sup> Semester**

### **Course Contents**

<b>B.C.R/E/B 205IT Skills in Business</b>
<b>B.C.R 206 Retail Human Resource Management</b>
<b>B.C.R 207 Product Management and Market Segmentation</b>
<b>B.C.R 208Any of the following</b> Introduction to Enterprise Resource Management OR Introduction to FMCG & Retail Sales Management
<b>Course Code - VAC–III: As per the faculty of commerce and management</b>
<b>Course Code – AEC–III: As per the guidelines of the University</b>

## B. Com in Retail Operations Management

### 5<sup>th</sup> Semester

#### Course Contents

B.C.R 301 Allied Course: MOOC
B.C.R 302 Apprenticeship in Store Operations

## B. Com in Retail Operations Management

### 6<sup>th</sup> Semester

#### Course Contents

B.C.R 303 Allied Course: MOOC
B.C.R 304 Apprenticeship in Store Operations

#### सूचना विवरणिका (Information Brochure)

#### B.Com. in Retail Operations Management

#### (Apprenticeship Embedded Degree Programme - AEDP)

शहीद कैप्टन विक्रम बत्रा राजकीय महाविद्यालय, पालमपुर

शैक्षणिक सत्र 2026–27 (राष्ट्रीय शिक्षा नीति - NEP-2020 के अंतर्गत)

#### प्रस्तावना (Introduction)

शहीद कैप्टन विक्रम बत्रा राजकीय महाविद्यालय, पालमपुर में राष्ट्रीय शिक्षा नीति (NEP-2020) के अंतर्गत शैक्षणिक सत्र 2026–27 के लिए B.Com (AEDP) इन रिटेल ऑपरेशंस मैनेजमेंट एक उद्योग-उन्मुख (industry-oriented) कार्यक्रम है। यह कार्यक्रम उच्च स्तरीय शैक्षणिक शिक्षा के साथ वजीफा (स्टाइपेंड) समर्थित, अनिवार्य कॉर्पोरेट अप्रेंटिसशिप (शिक्षुता) को जोड़कर शैक्षणिक ज्ञान और उद्योग की आवश्यकताओं के बीच की दूरी को समाप्त करता है। इसे विशेष रूप से छात्रों को दोहरा लाभ प्रदान करने के लिए तैयार किया गया है: एक मान्यता प्राप्त विश्वविद्यालय की डिग्री और प्रमाणित व्यावहारिक कार्य अनुभव, जो स्नातकों को तत्काल रोजगार के लिए आवश्यक कौशल और अनुभव से लैस करता है।

#### कार्यक्रम की मुख्य विशेषताएं एवं संरचना (Program Highlights & Structure)

- 1. NEP-2020 अनुपालन: यह कार्यक्रम राष्ट्रीय शिक्षा नीति (NEP) 2020 के पूर्णतः अनुरूप है और विश्वविद्यालय अनुदान आयोग (UGC) द्वारा निर्धारित दिशानिर्देशों का पालन करता है।
- 2. संथानिक प्रवेश क्षमता (Seat Intake): आगामी नए सत्र के लिए कुल 60 सीटों की क्षमता निर्धारित की गई है।

- **3. कार्यक्रम की अवधि: B.Com (Apprenticeship Embedded Degree Programme – AEDP)** इन रिटेल ऑपरेशंस मैनेजमेंट, हिमाचल प्रदेश विश्वविद्यालय (HPU) कार्यक्रम संरचना के तहत तीन वर्षीय स्नातक कार्यक्रम है। इस कार्यक्रम में छह सेमेस्टर शामिल हैं:
    - सेमेस्टर I, II, III और IV: पूर्णतः कक्षा-आधारित शैक्षणिक शिक्षा पर केंद्रित हैं।
    - सेमेस्टर V और VI: पूर्ण रूप से औद्योगिक परिवेश में अप्रेंटिसशिप (शिक्षुता) प्रशिक्षण के लिए समर्पित हैं।
 इस अप्रेंटिसशिप अवधि के दौरान, छात्रों को लागू दिशानिर्देशों के अनुसार मासिक वजीफा (स्टाइपेंड) प्रदान किया जाएगा, जिससे वे सैद्धांतिक ज्ञान को व्यावहारिक औद्योगिक अनुभव के साथ एकीकृत कर सकें और अपनी रोजगार क्षमता (**employability**) को बढ़ा सकें।
  - **4. प्रवेश के लिए पात्रता:** इस अप्रेंटिसशिप-आधारित स्नातक डिग्री कार्यक्रम में प्रवेश के लिए उम्मीदवारों का चयन हिमाचल प्रदेश विश्वविद्यालय (HPU) द्वारा निर्धारित नियमों और विनियमों के अनुसार किया जाएगा।
  - **5. शैक्षणिक मान्यता:** यूजीसी दिशानिर्देशों (2025) के खंड 5 (उपकंड iv और v) के अनुसार, इस अप्रेंटिसशिप एम्बेडेड डिग्री प्रोग्राम (AEDP) को यूजीसी अधिनियम, 1956 की धारा 22 (3) के तहत निर्दिष्ट नियमित स्नातक डिग्री के पूरी तरह समकक्ष माना गया है। यह सभी सरकारी/निजी भर्तियों, रोजगार और मास्टर व पीएच.डी. कार्यक्रमों में सीधे प्रवेश के लिए पूर्ण पात्रता सुनिश्चित करता है।
  - **6. वजीफा नीति (Stipend Policy):** यूजीसी दिशानिर्देशों (2025) के अनुरूप, AEDP में नामांकित छात्रों को निर्धारित प्रशिक्षण अवधि के दौरान मासिक वजीफा सहायता प्राप्त होती है। स्टाइपेंड का मॉडल औद्योगिक साझेदारी के प्रकार पर निर्भर करता है:
    - प्रत्यक्ष उद्योग साझेदारी: जब कार्यक्रम सीधे किसी उद्योग या व्यावसायिक प्रतिष्ठान के सहयोग से संचालित किया जाता है, तो वजीफा संबंधित नियोक्ता (**Employer**) द्वारा शिक्षु अधिनियम, 1961 और शिक्षुता नियम, 1992 (समय-समय पर संशोधित) के अनुसार दिया जाता है।
    - NATS पोर्टल पंजीकरण: जब कार्यक्रम राष्ट्रीय अप्रेंटिसशिप प्रशिक्षण योजना (NATS) पोर्टल पर पंजीकरण के माध्यम से सुगम बनाया जाता है, तो क्षेत्रीय बोर्डों (BOAT/BOPT) के साथ हस्ताक्षरित औपचारिक समझौते के अनुसार सरकार द्वारा वजीफा साझा/भुगतान किया जाता है।
- AEDP छात्र अनुपालन दिशानिर्देश (AEDP Student Compliance Guidelines)**
- स्नातक उपाधि (**Graduation**) प्राप्त करने के लिए छात्रों को सख्त कार्यस्थल अनुशासन और उपस्थिति बनाए रखनी होगी, मूल्यांकन के तीनों स्तंभों व प्रोजेक्ट रिपोर्ट को उत्तीर्ण करना होगा, तथा शैक्षणिक बैंक ऑफ क्रेडिट्स (**ABC**) पोर्टल पर क्रेडिट सुरक्षित करने के लिए सभी वैधानिक **UGC/HEI** दिशानिर्देशों का पालन करना होगा।
- **उपस्थिति एवं आचरण:** उच्च शिक्षा संस्थान (**HEI**) द्वारा निर्धारित न्यूनतम उपस्थिति बनाए रखना अनिवार्य है। ऑन-द-जॉब ट्रेनिंग (**OJT**) की मेजबानी करने वाले संबंधित कार्यस्थल/उद्योग के सुरक्षा नियमों और अनुशासनात्मक मानदंडों का कड़ाई से पालन करना आवश्यक है।
  - **मूल्यांकन एवं ग्रेडिंग मानदंड:** अंतिम स्कोर का निर्धारण निम्नलिखित तीन घटकों के औसत के आधार पर किया जाएगा:
    1. उद्योग आधारित मूल्यांकन (**Industry Assessment**): 30%–40%
    2. संकाय संरक्षक मूल्यांकन (**Faculty Mentor Evaluation**): 30%–40%

3. संस्थान संगोष्ठी/मौखिक परीक्षा (HEI Seminar/Viva-Voce): 20%–40% (नोट: संस्थान को उद्योग/प्रतिष्ठान के साथ साझेदारी में अप्रेंटिसशिप घटक के मूल्यांकन को तैयार करने की छूट होगी।)
- अनिवार्य दस्तावेज प्रस्तुति: छात्रों को एक अद्यतित दैनिक शिक्षण डायरी (Daily Learning Diary) बनाए रखनी होगी और पूर्ण किए गए प्रशिक्षण के आधार पर संस्थान की विशेषज्ञ समिति को एक व्यापक प्रोजेक्ट रिपोर्ट सौंपनी होगी।
  - डिग्री एवं प्रमाणन: सफलतापूर्वक कार्यक्रम पूर्ण होने पर, उच्च शिक्षा संस्थान (HEI) उद्योग के सहयोग से योग्यता उपाधि प्रदान करेगा और क्रेडिट को सीधे छात्र के एकेडमिक बैंक ऑफ क्रेडिट्स (ABC) पोर्टल पर अपलोड करेगा।
  - वैधानिक अनुपालन: छात्रों को सभी आधिकारिक यूजीसी दिशानिर्देशों, क्षेत्रीय अधिकार क्षेत्रों और संस्थागत मानदंडों का कड़ाई से पालन करना होगा। किसी भी प्रकार के उल्लंघन या गैर-अनुपालन के परिणामस्वरूप छात्र को अयोग्य घोषित किया जा सकता है और डिग्री जारी करने पर रोक लगाई जा सकती है।

### HPU कार्यक्रम संरचना एवं उद्देश्य (AEDP - B.Com. in Retail Operations)

हिमाचल प्रदेश विश्वविद्यालय (HPU) का यह आधिकारिक पाठ्यक्रम ढांचा एनईपी-2020 (NEP-2020) के तहत कक्षा-आधारित व्यावसायिक अवधारणाओं को व्यावहारिक क्षेत्र के अनुभवों (field experiences) के साथ व्यवस्थित रूप से जोड़ता है। रिटेल ऑपरेशंस मैनेजमेंट में बैचलर ऑफ कॉमर्स (B.Com. AEDP) छात्रों को एक प्रगतिशील शिक्षण मैट्रिक्स के माध्यम से निर्देशित करता है जो मुख्य वाणिज्यिक सिद्धांत, डिजिटल मार्केटिंग और इन्वेंट्री लॉजिस्टिक्स का सम्मिश्रण है। यह कार्यक्रम एक गहन, फील्ड-आधारित कॉर्पोरेट अप्रेंटिसशिप के साथ समाप्त होता है, जिसे स्नातक होते ही छात्रों को तत्काल क्षेत्र-तैयार (sector-ready) और प्रतिस्पर्धी कॉर्पोरेट रोजगार प्राप्त करने के लिए डिज़ाइन किया गया है।

