

Rayat Shikshan Sanstha's
Dr. Babasaheb Ambedkar College,
Aundh, Pune-67.

Department of Bachelor of Vocational
(Retail Marketing and Management)

Vision:

“To impart quality education to develop appropriate Vocational employability skills in the students so as to Make them competent and get to provide themselves self-employment”

Mission:

“To provide adequate basic understanding about Retail Management and Specific skill sets among the candidates to educate educationally, socially and economically backward people and bring about a positive change among them to serve the nation.”

Goals of the Department:

- *To give students hands on training with projects to make them Industry ready.*
- *To active participation in education, research and extension activities.*
- *To create Ideal citizens in all respects.*
- *To develop the overall personality of students.*

Faculty Profile:

Sr. No.	Faculty Name	Designation	Qualification	Experience
1	Prof. Pratiksha Shinde	HoD and Assistant Professor	M.B.A.	10 Years
2	Prof. Shekhar D. Gunjal	Assistant Professor (CHB)	M. Com., SET,	6 months

Add on Courses:

Sr. No.	Name of the Course	Class	Duration	Name of the Course Co-ordinator	Recognised By
1	Certificate Course in Entrepreneurship Development	F. Y. B. Voc.	3 months	Prof. Pratiksha Shinde	University of Pune and Rayat Shikshan Sanstha
2	Certificate Course in Entrepreneurship Development II	S. Y. B. Voc.	3 months	Prof. Pratiksha Shinde	
3	Certificate Course in German Language	T. Y. B. Voc.	3 months	Prof. Pratiksha Shinde	

Campus Events Organised by the Department:

- Online Lecture on German Language
- Organised Exhibition of Short term course
- Arranged Roll Play activities in all subjects
- Students Internship Project

Activities:

- Expert Lectures
- Online Seminars
- Departmental Library
- Counselling Cell
- Group Discussion
- Roll Play Activities

Co – Curricular Activities:

- Quiz
- Field Visit
- Exhibition

Extension and Other Activities:

- Sports

- Cultural Programme
- Celebration of Various Days
- Blood Donation Camp

Future Plans:

- Extension and enrichment of Library
- Increase in number of major/ minor research project
- Arrangement of more campus interviews
- To have internship as well as academic excellence
- Promotion of research
- Organisation of National and International Seminars and Conference

B. Voc. (Retail Marketing and Management)

Programme Outcomes (POs)

Name of the Program	Program Outcomes
Bachelor of Vocational (Retail Marketing and Management)	<p>After successfully completing B. Voc. (Retail Marketing and Management) Programme students will be able to: Program Outcomes (PO's) Retail Marketing and Management</p> <p>PO1: Technical knowledge: use various tools for economic analysis and apply knowledge of the Micro and Macro approach for the personal benefit and for the benefit of national and the global economy.</p> <p>PO2 : Problem analysis: recognize formulate and study the problems of various sectors of the Indian retail management, regional as well as global retail industry with the help of the marketing and management ways of thinking, theories, concepts and laws</p> <p>PO3: Design/development of solutions: Design policies and solutions for the retail sector problems of India and the global at large.</p> <p>PO4 :Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern IT tools for marketing and management analysis</p> <p>PO5: The student and society: Apply the knowledge of Retail Marketing and Management concepts, laws and theories, for a better Retail Marketing and Management environment for the society at large.</p> <p>PO6: Environment and sustainability: develop an economic way of thinking leading to the economic growth, protecting environment with sustainable development in retail marketing sector</p> <p>PO7 : Ethics: inculcate ethical values in the business and the government sector and define responsibilities and norms in the business environment and the policies of the government in the context of the welfare of the society</p> <p>PO8: Individual and team work: work efficiently as an individual, and as a part or leader of a team, having interdisciplinary approach through the study of Retail Marketing and Managements.</p> <p>PO9: Communication: Communicate effectively on the activities with the community and the society through the acquiring knowledge of the national and the global retail industry.</p> <p>PO10: Project management and finance: apply knowledge of the retail management, functioning of various sectors of the Retail Marketing and Management as an individual on various private and government projects and devise sources of finance.</p> <p>PO11: Life-long learning: understand the nature of any discipline as a continuous process of development and welfare of the human being</p>

B. Voc. (Retail Marketing and Management)

PSO

Program Specific Outcomes

- a. To provide adequate basic understanding about Retail Management and specific skill sets among the candidates.
- b. To train the candidate in communication skills effectively
- c. To prepare students with special labs in specific in Retail Marketing and Management and with suitable training from Industry
- d. To support students with hands on training with projects to make them Industry ready.
- e. To develop appropriate Vocational employability skills in the students so as to make them competent and get or provide themselves self – employment