

# DEPARTMENT OF RETAIL MANAGEMENT (B.VOC.)

## *Cross Cutting Issues (Syllabus)*

### GENDER

#### **COURSE:** *Business Communication and Personality Development*

1. **Gender-Neutral Communication:** Encouraging the use of language that does not perpetuate gender stereotypes or biases, ensuring inclusivity and respect for all gender identities.
2. **Addressing Gender Bias:** Training students to recognise and challenge gender biases in communication, both in the workplace and during interpersonal interactions, to create more equitable professional environments.
3. **Empowering Women in Communication:** Fostering confidence in female students to effectively communicate in traditionally male-dominated fields, promoting equal participation in discussions, leadership, and decision-making roles.
4. **Inclusive Personality Development:** Ensuring that personality development courses are free from gendered expectations (e.g., assertiveness for men, politeness for women), promoting the development of well-rounded personalities based on individual strengths rather than gender norms.

#### **COURSE:** *Team Leadership*

1. **Gender Equality in Leadership Roles:** Promoting equal opportunities for all genders in leadership positions, ensuring that women, men, and non-binary individuals can equally aspire to and attain leadership roles.
2. **Eliminating Gender Bias:** Addressing unconscious biases in decision-making, task delegation, and performance evaluation to ensure fair treatment of all team members, regardless of gender.

3. **Encouraging Female Leadership:** Implementing mentorship and support programs for women in leadership roles, fostering a workplace where gender diversity in leadership is normalised.

**COURSE:** *Customer Service and Sales*

1. **Gender-Inclusive Customer Service:** Ensuring that all customers, regardless of gender, receive equal and respectful treatment. Training staff to avoid gender biases in interactions and provide tailored services that meet the diverse needs of all genders.
2. **Gender Sensitivity in Marketing:** Sales promotions and advertising should reflect diversity and inclusivity, avoiding reinforcing traditional gender roles. Marketing materials should appeal to a broad audience without stereotyping gender.

**COURSE:** *Human Resource Management*

1. **Gender-Sensitive Recruitment:** Ensuring gender-neutral job advertisements, fair recruitment processes, and no discrimination during hiring to create a gender-balanced workforce.
2. **Equal Pay and Career Advancement:** Enforcing policies that guarantee equal pay for equal work, providing all employees with equal opportunities for promotions, training, and career development, regardless of gender.
3. **Workplace Harassment and Safety:** Implementing strong policies against gender-based harassment and ensuring a safe and supportive environment for all genders at the workplace.
4. **Work-Life Balance and Parental Support:** Providing gender-sensitive work policies such as flexible work hours, maternity/paternity leave, and support for parents to help create an inclusive and supportive work environment for all employees.

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## **ENVIRONMENT SUSTAINABILITY**

**COURSES:** *Product Display, Visual Merchandising, and Health & Safety; Managing Inventory and Marketing; and Retail Environment*

1. **Energy Efficiency:** Incorporating energy-efficient lighting and display technologies to minimise the carbon footprint of visual merchandising.
2. **Eco-friendly Materials:** Utilising eco-friendly materials for displays and promoting sustainable product choices.
3. **Energy Efficiency in Store Design:** Designing retail environments that support sustainability, from energy-efficient store layouts to waste management systems.

**COURSE:** *Stores Operation & Supply Chain Management*

1. **Green Transportation:** Promoting sustainable logistics and transportation solutions in supply chain management, such as optimising routes, using fuel-efficient vehicles, or partnering with companies that use renewable energy for shipping.
  2. **Waste Reduction:** Teaching students to manage store operations in a way that minimises environmental impact.
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## **HUMAN VALUES**

**COURSE:** *Work Management and Effective Communication*

1. **Respect and Empathy:** Fostering respect, empathy, and collaboration within diverse teams.
  2. **Promoting transparency, active listening, and conflict resolution** in the workplace.
  3. **Inclusivity:** Promoting an inclusive work environment where communication respects cultural, gender, and individual differences, ensuring that everyone feels valued and heard.
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## **PROFESSIONAL ETHICS**

**COURSE:** *Customer Service and Sales; Process Compliance, Safety, and Security*

1. **Honesty in Sales:** Maintaining honesty in sales practices, avoiding deceptive advertising, and prioritising customer satisfaction.

2. **Respect for Privacy:** Protecting customer data and respecting their privacy, especially when handling sensitive information like payment details or personal preferences.
3. **Customer Welfare:** Prioritising the well-being of the customer, ensuring products or services offered are safe, and not promoting harmful products just for the sake of sales.

**COURSE:** *Marketing Management*

1. **Cultural Sensitivity:** Marketing campaigns should be respectful of cultural differences and avoid stereotypes, gender biases, or offensive content, ensuring that the messaging is inclusive and ethical.
  2. **Sustainability and Social Responsibility:** Ethical marketing should promote environmentally friendly products and practices, and highlight corporate social responsibility (CSR) initiatives, ensuring that these claims are genuine and not just for image-building.
  3. **Truth in Advertising:** Marketing strategies should be based on honest representation of products or services. Misleading or exaggerated claims can damage consumer trust and violate ethical standards.
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