MCE Society's

Abeda Inamdar Senior College of Arts, Science and Commerce (Autonomous), Pune

FACULTY OF COMMERCE AND MANAGEMENT

B. Voc. PROGRAM STRUCTURE

Bachelor of Vocation in Retail Management



Choice-Based Credit System (CBCS) Under Autonomy

(Semester Pattern)

Program (2021 Pattern)

With effect from June 2021

Bachelor of Vocation in Retail Management PROGRAM STRUCTURE

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1) **PROGRAM OVERVIEW:**

Bachelor of Vocation Retail Management is a 3-year full-time undergraduate program designed to prepare graduates who can take the challenges in the field of Retail Management and sell the products to Ultimate consumers of the products. The program will help the students to understand a convenient form, place and location of selling quantity-wise which is a big challenge in retail sector. The program will enable students to understand taking control of a number of internal processes, such as: Inventory Management, Offline and online storefronts, warehouse operations, front desk and Payments and Accounting.

• <u>Program Educational Objectives:</u>

B.Voc. (Retail Management) program will prepare its students as:

PEO 1: To provide adequate basic understanding about Retail Management and specific skill sets among the candidates.

PEO 2: To train the candidates in communication skills effectively.

PEO 3: To prepare candidates with special labs in specific courses and with suitable training from Industry

PEO 4: To give candidates hands on training with projects to make them Industry ready.

PEO 5: To develop appropriate Vocational employability skills in the candidates so as to make them competent and get or provide themselves self-employment.

Program Outcomes:

On completion of B. Voc. (Retail Management) degree, the students will be able to:

PO1: Students will be conversant and fluent in English and will create a positive image of themself and organization in the customer's mind eventually will resolve customer concern and improve customer relationship.

PO2: Students will understand and concept of marketing, will be expose to the latest trends of marketing and will promote continuous improvement in service sector to shape themselves appropriately while behaving in social and professional circles

PO3: Students will understand the critical need for service orientation in current business scenario and will create a positive image of themselves and organization in the market. This course will resolve customer concerns and improve customer relationship

PO4: Students will get comprehensive understanding the of the theoretical and applied aspects of retail management. Students will be able to identify various retail management functions and activities and enable them to understand their importance in satisfying customer needs.

PO5: Students will gain knowledge of basic operation of computers, elements of Internet and Computer Application which will help them in performing various business activities.

AISC/ Bachelor of Vocation Retail Management /CBCS/ 2021-22 onwards

2) INTRODUCTION:

The B.Voc. (Retail Management) degree program (2021 pattern) will be introduced in the following order: -

a.	First Year B.Voc. (Retail Management)	2021-2022
b.	Second Year B.Voc. (Retail Management)	2022-2023
c.	Third Year B.Voc. (Retail Management)	2023-2024

- B.Voc. (Retail Management) Degree program will consist of three years divided into six semesters.
- The first year (Semester I and II), Second Year (Semester III and IV) and Third Year (Semester V and VI); Choice Based Credit System Examination will be held at the end of each semester.

3) ELIGIBILITY:

- 1. Type A Students who have already acquired NSQF certification level 4 in a particular trade and opted
- 2. Type B Students who have passed 10+2 or equivalent in any stream from any recognized board or university without any background of vocational training.
- 3. Type C Students passed 10+2 examination with conventional schooling without any background of vocational training.
- 4. Type D- Students who have passed three Year Diploma course approved by the DTE, Maharashtra State or Equivalent authority is eligible for admission

While admitting type B and type C student's additional courses for skill intensive training and teaching during the first six months shall be mandatory for such students, who will be assessed and certified for NSQF level 4 of skill competency by concerned CSA at the end of first semester. However, students belonging to type A will not require such certification as they were already having NSQF level 4 certificates in same industry sector / job role required for specified skill credits. All students continuing to Diploma courses or further will be treated at par from second semester onwards. Student may exit after six months with a NSQF 4 certificate or may continue for diploma or advanced diploma level courses or above. The academic progression for students in vocational stream after senior secondary level should be as per table 1 and thus the curriculum shall be framed as per these guidelines.

4) COURSES CARRYING PRACTICALS:

- a. F.Y./S.Y. /T.Y. B.Voc. (Retail Management): Each laboratory / practical course will be of 1.5 credits and each practical session will be of 03-hour 15 minutes duration.
- **b.** There will be a practical, presentation and viva-voce examination for all the semesters of the F.Y./S.Y./T.Y.B.Voc. (Retail Management) for the laboratory / practical course.

Semester	Type of Course	Name of Practical Course	Course Code
Ι	Skill Component Practical	Project Work	21CBVR115
Ι	Skill Component Practical	Computer Practical I – (MS Word and Excel)	21CBVR116
II	Skill Component Practical	Computer Practical II (MS PowerPoint and Internet)	21CBVR125
II	Skill Component Practical	Lab in Retail Store Operations- I	21CBVR126
III	Skill Component Practical	Research Paper Writing and Presentation on Retailing Sector	21CBVR 235
III	Skill Component Practical	Practical Training - retail store Operations- II (Including Warehouse)	21CBVR 236
IV	Skill Component Practical	Research Paper Writing and Presentation (II) onRetail Store Operations	21CBVR 245
IV	Skill Component Practical	Project work on Retail Consumer Buying Behavior and Satisfaction	21CBVR 246
V	Skill Component Practical	Fundamentals of Visual Merchandising (VM)	21CBVR 355
V	Skill Component Practical	Summer Project	21CBVR 356
VI	Skill Component Practical	Lab in Retail Selling Skills	21CBVR 365
VI	Skill Component Practical	Desk Research	21CBVR 366

Table 1: Course having Practical Examination

5) MEDIUM OF INSTRUCTION:

The Medium of Instruction and Examination (Written and Viva) shall be English.

6) SCHEME OF CREDITS (Academic/CGPA):

Sr. No	Semester No	No of Theory Courses	No of Lectures per week	Total Lecture Hours per Course	Credit per Course	No. of practical Courses	Credit per practical Courses	Total Credits (Lectures + Practical)
1	Ι	4 Core	03 Hrs.	48	3	2	1.5	12+3=15
2	II	4 Core	03 Hrs.	48	3	2	1.5	12+3=15
3	III	4 Core	03 Hrs.	48	3	2	2	12+3=15
4	IV	4 Core	03 Hrs.	48	3	2	2	12+3=15
5	V	4 Core	03 Hrs.	48	3	2	2	12+3=15
6	VI	4 Core	03 Hrs.	48	3	2	2	12+3=15
								90

Table 2: Total credits for three years B. Voc. (Retail Management)Program (2021 pattern)

Table 3: Compulsor	y Ability Enhanc	ement (CGPA) Cours	e (2021 Pattern)
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Sr.	Compulsory Ability	Class	Semester	Credit
No.	Enhancement Courses			
	Skill Enhancement Courses	F.Y. /S.Y.		
1	(SEC)	/T.Y.B.Voc.(Retail	I/II/III/IV/V/VI	90
	(On Job Training)	Management)		
		90		

7) COURSE WISE CLASSIFICATION OF CGPA/ACADEMIC CREDITS:

Sr.	Nature of	Semesters (Credits)						Total
No	Courses	Ι	II	III	IV	V	VI	(Credits)
1	On Job Training	15	15	15	15	15	15	90
2	General Core Courses	12	12	12	12	12	12	72
3	Skill Component Laboratory / Practical	3	3	3	3	3	3	18
		30	30	30	30	30	30	180 (Grand Total)

Table 4: Course wise Total credits for three years B.Voc (Retail Management) Program (2021 pattern)

8) SCHEME OF NO. OF COURSES:

 Table 5: Semester-Wise Number of CGPA Courses for Three Year B.Voc.(Retail Management)

 Program

Sr.	Nature of Courses			Seme				
No	Mature of Courses	Ι	Π	III	IV	V	VI	Total
1	On Job Training	1	1	1	1	1	1	6
2	General Core Courses	4	4	4	4	4	4	24
3	Skill Component Practical	2	2	2	2	2	2	12
	Sub Total	7	7	7	7	7	7	42 (Grand Total)

9) DURATION:

Table 6: Stages and Exit points and Credits

NSQF Level	Skill component credits	General Education Credits	Total credits for Award	Normal duration	Exit points / Awards
7	108	72	180	Six semesters	B. Voc. degree
6	72	48	120	Four semesters	Advanced diploma
5	36	24	60	Two semesters	Diploma
4	18	12	30	One semester	Certificate

10) ATTENDANCE:

No candidate shall be admitted to the semester end examinations unless he / she has satisfactorily completed 75% of attendance in each course in each semester.

11) COLLEGE TERMS:

The dates for the commencement and conclusion of the first and the second terms shall be as determined by the college authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

12) METHODS OF EVALUATION AND PASSING CRITERIA:

- a. The course carrying 100 marks shall be evaluated with continuous internal evaluation (CIE) and Semester End Examination mechanism. Continuous internal evaluation shall be of 40 marks and Semester End Examination shall be of 60 marks.
- To pass the theory course of 3 credits having 100 marks, a student has to secure minimum 40 marks provided that he /she should secure minimum 16 marks in CIE and minimum 24marks in Semester End Examination.
- To pass the practical or project course of 1.5 credits having 50 marks, a student has to secure minimum 20 marks provided that he/she should secure minimum 8 marks in CIE and minimum 12 marks in Semester End Examination.
- b. Evaluation Criteria: The evaluation of students will be based on three parameters:
 - i. Continuous Internal Evaluation (CIE).
 - ii. Practical / Project Examination.
 - iii. Semester End Examination.

i. For Continuous Internal Evaluation (CIE): Internal assessment will be as follows:

Table 7: CIE of Theory Examination Credits :04 **Duration: 1 Hour / Exam** Marks:40 10 Marks* **10 Marks 10 Marks** 10 Marks* Offline / Online Two Class Tests Mid Semester Two Assignments Objective type (Average of two Descriptive Type (Each of 5 marks) examination test) Examination

*20 Marks exam will be scaled down to 10 Marks

For Practical / Project Examination: Practical examination Question papers will be set for Fifty Marks (Three Hour Duration) for 1.5credits course and 15 credits for On Job Training Examination will be of Three-Hour duration.

ii. For Practical / Project Examination: Internal assessment will be as follows:

Table 8: CIE of Practical and	Project Examination
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	Practical		On Job Training				
Credits :	1.5	Marks:20	Credits :15 Marks:100				
5 marks	5 Marks	10 Marks	20 marks	20 Marks	60 Marks		
Attendance	Mock Practical	Lab Course Book / Journal	Synopsis and prerequisite	Implementation and Progress Report	Two Demonstrations		

i) For Semester End Examination:

Criteria for Paper Setting of Internal Assessment and Semester End Examination are as follows:

- Knowledge: 50 %
- Understanding: 25 %
- Applications, Analysis, and Problem Solving: 25%

For Theory Examination: The Duration of the SEE will be as follows:

• Theory Question papers will be set for Sixty Marks (Three Hours Duration) for 03 credits course

	Table 9: S.E.E. Structure of Theory Paper Course Credits: 04								
	Duration: 3 Hours Marks: 60								
Q1	Q2	Q3	Q4	Q5					
12 Marks	12 Marks	12 Marks	12Marks	12Marks					
Short answers (any 6) Each carry 2 marks	Descriptive (any 3) Each carry 4 marks	Case study / Descriptive (any 3) Each carry 4 marks	Descriptive (any 3) Each carry 4 marks	Descriptive (any 3) Each carry 4 marks					

Table 10: S. E.E. Structure of Practical and Project Course

	Practical	On Job Training				
	Credits :1.5	Credits :15				
Duration:	03 Hours Marks:30		Marks: 100			
Q1	Q1 Q2		Project Report	Demonstration		
15 Marks	15 Marks	20 Marks	20 Marks	60 Marks		

Course Code	Course / Title of Paper	Course	No. of lectures (Per	No of Credits			Semester End Examination		Total
			Week)		Theory	Practical	Theory	Practical	
21CBVR111	Business Communication	General Core Course	3	3	40		60		100
21CBVR112	Basics of Marketing	Core Course	3	3	40		60		100
21CBVR113	Fundamental of Customer Services	Core Course	3	3	40		60		100
21CBVR114	Basics of Retailing	Core Course	3	3	40		60		100
21CBVR115	ProjectWork	Skill Component	3h 15 min	1.5		20		30	50
21CBVR116	Computer Practical I - (MS Word and Excel)	Skill Component	3h 15 min	1.5		20		30	50
21CBVR117	On Job Training*	Skill Component	30 hr	15		100		100	200
			Total C	Credit :30	Τ	otal CIE :300	Tot	al SEE :400	700

Table 11: First Year B. Voc. (Retail Management) Semester – I w.e.f. 2021- 22

Course	Course / Title of	Course	No. of Iectures No of			Continuous Internal Evaluation		Semester End Examination	
Code	Paper	course	(Per Week)	, ,	Theory	Practical	Theory	Practical	Total
21CBVR121	Business Organization and Management	General Core Course	3	3	40		60		100
21CBVR122	Business Maths and Statistics	Core Course	3	3	40		60		100
21CBVR123	Retail Management	Core Course	3	3	40		60		100
21CBVR124	Environmental Studies	Core Course	3	3	40		60		100
21CBVR125	Computer Practical-II (MS PowerPoint and Internet)	Skill Component	3h 15 min	1.5		20		30	50
21CBVR126	Lab in Retail Store Operations- I	Skill Component	3h 15 min	1.5		20		30	50
21CBVR127	On Job Training *	Skill Component	30hr	15		100		100	200
	Total Credit :30					otal CIE :300	Tot	al SEE :400	700

Table 12: First Year B. Voc. (Retail Management) Semester – II w.e.f. 2021- 22

Course	Course Course / Title of Paper		No. of lectures	lectures No of		Continuous Internal Evaluation		Semester End Examination	
Code	Course / Title of Paper	Course	(Per Week)	Credits	Theory	Practical	Theory	Practical	Total
21CBVR 231	Business Economics	General Core Course	3	3	40		60		100
21CBVR 232	Human Resources Management	Core Course	3	3	40		60		100
21CBVR 233	Supply Chain Management	Core Course	3	3	40		60		100
21CBVR 234	Consumer Behavior	Core Course	3	3	40		60		100
21CBVR 235	Research Paper Writing and Presentation on Retailing Sector	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 236	Practical Training - Retail Store Operations-II (Including Warehouse)	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 237	On Job Training*	Skill Component	30hr	15		100		100	200
	·		Total C	redit :30	Tot	tal CIE :300	Tota	al SEE :400	700

Table 13: Second Year B.Voc. (Retail Management) Semester – III w.e.f. 2022- 23

Course	Course / Title of	Course	lectures No of			Continuous Internal Evaluation		Semester End Examination	
Code	Paper	Course	(Per Credits Week)	Theory	Practical	Theory	Practical	Total	
21CBVR 241	Personality and skill development	General Core Course	3	3	40		60		100
21CBVR 242	Store Layout and Design	Core Course	3	3	40		60		100
21CBVR 243	Organizational behavior	Core Course	3	3	40		60		100
21CBVR 244	Elements of Salesmanship	Core Course	3	3	40		60		100
21CBVR 245	Research Paper Writing and Presentation (II)	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 246	Project work on Retail Consumer Buying	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 247	On Job Training*	Skill Component	30hr	15		100		100	200
	Total Credit :30					otal CIE :300	Tot	al SEE :400	700

Table 14: Second Year B. Voc. (Retail Management) Semester – IV w.e.f. 2022- 23

Course	Course / Title of	Course	No. of lectures	No of	Continuous Internal Evaluation		Semester End Examination		Total
Code	Paper	Course	(Per Credits Week)	Theory	Practical	Theory	Practical	I Utai	
21CBVR 351	Merchandise buying and planning	General Core Course	3	3	40		60		100
21CBVR 352	RetailOperations	Core Course	3	3	40		60		100
21CBVR 353	Entrepreneurship Development	Core Course	3	3	40		60		100
21CBVR 354	Advertising and Brand Management	Core Course	3	3	40		60		100
21CBVR 355	Fundamentals d'Visual Merchandising (VM)	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 356	Summer Project	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 357	On Job Training*	Skill Component	30Hr	15		100		100	200
			Total C	Credit :30	Т	otal CIE :300	Tot	tal SEE :400	700

Table 15: Third Year B. Voc. (Retail Management) Semester – V w.e.f. 2023- 24

Course	Course Course / Title of Cour		No. of lectures	No of		ous Internal luation	Semester End Examination		Total
Code	Paper	Course	(Per Week)	Credits	Theory	Practical	Theory	Practical	Totai
21CBVR 361	Strategic Management	General Core Course	3	3	40		60		100
21CBVR 362	Business Ethics	Core Course	3	3	40		60		100
21CBVR 363	Research Methodology	Core Course	3	3	40		60		100
21CBVR 364	Customer Relationship Management inRetail	Core Course	3	3	40		60		100
21CBVR 365	Lab in Retail Selling Skills	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 366	Desk Research	Skill Component	3h 15 min	1.5		20		30	50
21CBVR 367	On Job Training*	Skill Component	30 Hr	15		100		100	200
	Total Credit :30					lit :30 Total CIE :300		al SEE :400	700

Table 16: Third Year B. Voc. (Retail Management) Semester – VI w.e.f. 2023- 24

14) STANDARD OF PASSING:

- a. A student must obtain minimum 40% marks in Continuous Internal Evaluation (CIE) of theory and practical as well as semester end examination. It means that passing separately in the CIE and Semester End Examination is compulsory.
- b. Students who have failed in Continuous Internal Evaluation (CIE) of any semester can reappear for the same subjects in the next upcoming semester only. E.g. students failed in 1st semester can reappear in 2nd semester only and students failed in 2nd semester can appear in 3rd semester only.

15) A. T. K. T. RULES:

- a. If a student fails in all the courses of semester-I, then that student will be allowed to proceed for semester II. Students who score minimum **18 credits** can be admitted to S.Y.B.Voc. (Retail Management).
- b. If a student fails in all the courses of semester III, then that student will be allowed to proceed for semester IV. Students who score 60 credits (100% credits) in F.Y.B.Voc. (Retail Management) and minimum 18 credits in S.Y.B.Voc. (Retail Management) can be admitted to T.Y.B.Voc. (Retail Management)
- c. If a candidate fails in all the courses (subject heads) of the passing of semester V shall be allowed to proceed to semester VI.
- d. A.T.K.T. rules are applicable for 2nd and 4th semester.

16) VERIFICATION AND REVALUATION:

- a. The candidate may apply for verification and revaluation of result, which will be done by the **COLLEGE** as per ordinance framed on that behalf.
- b. There shall be revaluation of answer sheets of semester end examination of theory papers only, but not of internal assessment papers as per ordinance defined by college
- c. There shall be no revaluation of CIE and semester end practical examination.

17) STRUCTURE OF TRANSCRIPT:

• Calculation of SGPA and CGPA:

SGPA stands for Semester Grade Point Average. The performance of a student in a particular semester is given by SGPA. It can be calculated by the sum of total grade points divided by credit of total subject.

 $SGPA = \Sigma \frac{Grade \text{ point earned X credits for each course}}{TotalCredits}$

CGPA is the calculation of the cumulative grade point average value obtained by the student in all the subjects. The Grade Points obtained in all the subjects' are calculated along with the total number of credit hours the student has attempted.

$$\label{eq:CGPA} CGPA = \Sigma \frac{\text{Grade point earned X credits for each course}}{TotalCredits}$$

• Conversion of Marks into credit(s) and grade(s):

The following illustrations could be taken as an example for computing SGPA and CGPA from percentage to credits in all disciplines, for the degree program in B. Voc. (Retail Management). The following formula may be used to convert (%) into Grade Letter.

		· Oraces I only and	Jiauc
Sr.No.	Grade Letter	Grade Point	Marks
1	O(Outstanding)	10	90<= Marks <=100
2	A+(Excellent)	9	75<= Marks <=89
3	A(Very Good)	8	60<= Marks <=74
4	B+(Good)	7	55<= Marks <=59
5	B(Above Average)	6	50<= Marks <=54
6	C(Average)	5	45<= Marks <=49
7	D(Pass)	4	40<= Marks <=44
8	F(Fail)	0	Marks <40

Table 17: Grades Points and Grade

AISC/ Bachelor of Vocation Retail Management /CBCS/ 2021-22 onwards

CGPA	Grade	Equation	Percentage
10	0	20*10-100	100
9.75	0	20*9.75-100	95
9.5	0	20*9.5-100	90
9.0	A+	12*9-24	84
8.25	A+	12*8.25-24	75
8.0	А	10*8-7.5	72.5
7.0	А	10*7-7.5	62.5
6.75	А	10*6.75-7.5	60
6.25	B+	5*6.25+26.25	57.5
5.75	B+	5*5.75+26.25	55
5.5	В	10*5.5-2.5	52.5
5.25	В	10*5.25-2.5	50
4.75	С	10*4.75-2.5	45
4.00	С	6.6x4.0+13.6	40

Table 18: Conversion of CGPA into corresponding percentage

- a. A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- b. For non-credit courses shall be evaluated on grading system and this will not be counted for the computation of SGPA/CGPA.

18) COMPLETION OF DEGREE:

The students, who earn 180 Credits, shall be considered to have completed the requirements of **B.Voc. (Retail Management)** Program and CGPA shall be calculated for such successful students. The degree will be awarded by Savitribai Phule Pune University.

19) IMPROVEMENT OF CLASS:

- a. A Candidate will be allowed to re-appear for the examination for improvement of class or grade within a period of 2 years from the date of his/her passing bachelor's degree examination. Only 1 attempt for improvement will be allowed, according to the syllabus in existence at the time of improvement.
- b. A Candidate shall have to reappear for minimum 1/3rd and /or maximum all the theory courses (except practical and project) at a time on which the class is awarded.
- c. A Candidate who has appeared for improvement of class and fails to improve his/her -class, his/her performance at such reappearance shall be ignored.
- d. A Candidate appearing for the improvement of class grade shall not be entitled to be in the list of Rank holders/ Merit holders.
- e. Improved candidates will have to surrender the degree, statement of marks, passing certificate in original, after the declaration of their results of the concerned improved class. After surrendering the above documents in original, a new certificate will be issued in due course of time as in usual process.