



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

**ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)**

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)

'College with Potential for Excellence' Status Awarded by UGC

'Best College Award' by University of Mumbai

Certificate Course

Certificate Course Retail Management

Course Outcome (Cos)

Name of the Programme B.Com	Programme Coordinator – Dr.S.B.Yadav	Head of the Department Dr.S.B. Yadav
Subject: Retail Management	Course: Certificate Course	Course Coordinator –
	After completing the course, students will be able to;	Bloom Taxonomy Level (BTL)
CO1	Understand the basics of Retail Management	Understanding
CO2	Understand the retail operation	Understanding
CO3	Determine the need of technology in retailing	Evaluating
CO4	Understand the career options in retailing.	Understanding



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

**ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)**

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)

'College with Potential for Excellence' Status Awarded by UGC

'Best College Award' by University of Mumbai

Sr. No.	Modules
1	Introduction to Retail Management
	<ul style="list-style-type: none">● Meaning and Definition of Retailing, Importance of Retail Management,● Nature of Indian Retail Markets, Retail Theories,● Retailer's Role in Distribution Channel.
2	Retail Framework and Retail Strategy
	<ul style="list-style-type: none">● Steps in starting retail business,● Retail store location-Legal procedure, Store design, the retail image mix, the space mix & layout.● Retail Strategy: Meaning, Retail Market Strategy, Target Market & Retail Format, Building a sustainable competitive advantage, Customer Loyalty, Human resource Management, Distribution and Information System, Unique Merchandise, Vendor Relations, Strategic Retail Planning Process.
3	Marketing Mix
	<ul style="list-style-type: none">● Retail marketing mix-Key elements-Place, Price, Product, Promotion, Presentation and People Element.● Retail franchising
4	Trends in Retailing
	<ul style="list-style-type: none">● Recent trends in retailing● FDI in retailing- Global retailing, Indian Scenario of retailing and its contribution to Indian economy, Ethics in retailing, Green retailing, Warehouse clubs● E- Retailing-retail as a career.
5	Merchandise Management
	<ul style="list-style-type: none">● Meaning, Organising the buying process by categories, Setting objectives for the merchandise plan Buying Merchandise:● Branding Option available to retailers, Private Labelling, International Sourcing decisions, Pricing strategy.● Price Adjustment: Meaning of Terms like Markdowns, Coupons, Rebates, Price Bundling, Multiple Unit pricing, Variable pricing.



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

**ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)**

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)

'College with Potential for Excellence' Status Awarded by UGC

'Best College Award' by University of Mumbai

6	Technology in Retail
	<ul style="list-style-type: none">● Need For Technology In Retail- Electronic Data Interchange (EDI)● Radio Frequency Identification (RFID)● Database Management- Data Warehousing- Data Mining.
7	Understanding Retail Consumers Consumer
	<ul style="list-style-type: none">● Behavior in retail context, Theories of consumer behavior● Buying decision process● Factors influencing retail shopper- Consumer's psychology.
8	Supply Chain Management
	<ul style="list-style-type: none">● Meaning, purpose & scope & benefits of SCM● Types of supply chain, Levels of SC● supplier relationship management



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR

**ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)**

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)
'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai

Question Paper Pattern

Marks: 60
2 ½ Hrs

Duration:

Q.No	Particular	Marks
Q 1	Attempt any Two of the following	12
A	Full Length Question	
B	Full Length Question	
C	Full Length Question	
Q 2	Attempt any Two of the following	12
A	Full Length Question	
B	Full Length Question	
C	Full Length Question	
Q 3	Attempt any Two of the following	12
A	Full Length Question	
B	Full Length Question	
C	Full Length Question	
Q 4	Attempt any Two of the following	12
A	Full Length Question	
B	Full Length Question	
C	Full Length Question	
Q 5	Attempt any Two of the following	12
A	Full Length Question	
B	Full Length Question	
C	Full Length Question	



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR

**ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)**

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)
'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai

References

1. Fundamentals of Retailing by K.V.S.Madan. Published by Tata McGraw Hill Education Pvt.ltd
2. Retailing Management by Michael Levy & Barton A Weitz Published by Tata Mc Grw Hill
3. Retail Strategies- understanding why we shop, by Jim, Jaico Publishing House, Mumbai
4. It happens in India, & The Wall Mart Story by Kishore Biyani
5. Retailing Management -Text & Cases by Swapna Pradhan. Published by Tata McGraw Hill Education Pvt. Ltd.
6. Retail Management by Sejal Gupta & Gurpreet Randhwa. Atlantic Publishers, New Delhi.
7. Retail Management -A Realistic Approach by Neelesh Jain - published by Global India publications. New Delhi.
8. FDI in Retail Sector in India by Arpita Mukharjee & Nitisha Patel by Indian Council for Research on International Economic Relations, New Delhi.
9. Sales & Distribution Management- Text & Cases by Havaladar Krishna & Vasant Cavle - Published by Tata McGraw Hill Education Pvt. Ltd.
10. Retail Management by Gibson G. Vedamani. Published by Jaico Publishing House, Mumbai.
11. Inventory Management Controlling in a Fluctuating Demand Environment by R.S. Saxena. Published by Global India publications. New Delhi.
12. Supply Chain Management- Text & Cases by Janat Shah.
13. Supply Chain Management-Collaborations, Planning, execution & Coordination. By Dr. Ashok Sinha Published by Global India publications. New Delhi.



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR

**ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)**

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)
'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai