



॥ अंतरी पेटवू ज्ञानज्योत ॥

कवयित्री बहिणाबाई चौधरी उत्तर महाराष्ट्र विद्यापीठ, जळगाव
Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

विकास विभाग

कबचौउमवि/११ए/अध्या.१८१/जन.१९-७/ /२०२०

दिनांक : २५/०८/२०२०

✓ प्रति,

मा. प्राचार्य,
एस.एस.वी.टी.चे कॉलेज ऑफ
इंजिनियरिंग अँड टेक्नॉलॉजी,
बांभोरी, जळगाव.

To,
1. Registrar/OS
down successful
RP/20
2. All HODs/Coordinator
for successful
3. Vice Principal
K

विषय : अध्यादेश १८१ अंतर्गत शैक्षणिक वर्ष २०२०-२१ ते २०२२-२३ या त्रैवार्षिक कालावधीसाठी

Career Oriented Courses ला संलग्नता सातत्य / नवीन संलग्नता मान्य करणेबाबत ..

संदर्भ :- १) विद्यापीठ जा.क्र. कबचौउमवि/११ए/अध्या.१८१/जन.१९-७/१३/२०२०, दि. १७.०१.२०२०.
२) आपला जा.क्र. सीओईटी/२१३/०२/२०, दि. २७/०२/२०२० चा प्रस्ताव.

महोदय/महोदया,

उपरोक्त संदर्भिय परिपत्रकानुसार, आपण शैक्षणिक वर्ष २०२०-२१ ते २०२२-२३ या त्रैवार्षिक कालावधीसाठी अध्यादेश १८१ अंतर्गत करिअर ओरिएंटेड कोर्सेसला संलग्नता सातत्य / नवीन संलग्नता मिळणेकरीता प्रस्ताव सादर केलेला आहे.

त्यास अनुसरून मा. विद्यापीठ अधिकार मंडळाने घेतलेल्या निर्णयानुसार अध्यादेश १८१ अंतर्गत खालीलप्रमाणे **Career Oriented Course/Courses** ला शैक्षणिक वर्ष २०२०-२१ ते २०२२-२३ या त्रैवार्षिक कालावधीसाठी संलग्नता सातत्य / नवीन संलग्नता देण्यात येत आहे.

१) संलग्नता सातत्य देण्यात आलेले कोर्सेस :-

अ.क्र.	करिअर ओरिएंटेड कोर्सचे नाव/नावे

२) यु.जी.सी. नवी दिल्ली यांचेकडून COP अंतर्गत प्राप्त झालेल्या अनुदानातून नव्याने सुरु करावयाचे कोर्सेस:-

अ.क्र.	करिअर ओरिएंटेड कोर्सचे नाव/नावे

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11 SEP 2020



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कवयित्री बहिणाबाई चौधरी उत्तर महाराष्ट्र विद्यापीठ, जळगाव
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विकास विभाग

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३) महाविद्यालयाने स्वयंनिर्वाही तत्वावर नव्याने सुरु करावयाचे कोर्सस:-

अ.क्र.	करिअर ओरिएंटेड कोर्सचे नाव/नावे
1.	Certificate Course in Write and Speak Communicative English
2.	Certificate Course in Nutrition and Diet Plan
3.	Certificate Course in Cosmetic Technology
4.	Certificate Course in Construction Techniques and Practices
5.	Certificate Course in Cyber Security
6.	Certificate Course in Energy Conservation and Management
7.	Certificate Course in Industrial Automation and Robotics
8.	Certificate Course in Advanced C
9.	Certificate Course in Product Design and Entrepreneurship
10.	Certificate Course in Retail Management
11.	Certificate Course in Quantitative Aptitude and Logical Reasoning

तेव्हा, आपण आपल्या महाविद्यालयास / परिसंस्थेस संलग्नता सातत्य / नवीन संलग्नता मिळालेल्या अभ्यासक्रमास अध्यादेश - १८१ मधील तरतूदीप्रमाणेच पात्र (आपल्या महाविद्यालयात तसेच कबचौउमविशी संलग्नित महाविद्यालयात प्रवेश घेतलेल्या) विद्यार्थ्यांना प्रवेश द्यावेत. शैक्षणिक वर्ष २०२०-२१ साठी प्रवेश दिलेल्या विद्यार्थ्यांची यादी विहित नमुन्यातच भरून महाविद्यालय सुरु झाल्यापासून १ महिन्याच्या आत पाठवावी व पुढील दोन वर्षांची (शैक्षणिक वर्ष २०२१-२२ व २०२२-२३) यादी दिनांक ३० सप्टेंबरपूर्वी विद्यापीठाच्या विकास विभागात संबंधित कोर्सचे समन्वयक अथवा जबाबदार माहितगार प्रतिनिधीच्या हस्ते प्रत्यक्ष सादर करण्यात याव्यात. टपालाने प्राप्त होणाऱ्या तसेच विहित नमुन्यात नसलेल्या याद्यांवर कोणतीही कार्यवाही होणार नाही. त्यामुळे विद्यार्थ्यांच्या होणाऱ्या शैक्षणिक नुकसानास संबंधित महाविद्यालय /परिसंस्था जबाबदार राहिल याची कृपया नोंद घ्यावी.

कळावे,

सोबत:- प्रवेशित विद्यार्थ्यांच्या यादीसाठीचा विहित नमुना.

आपला विश्वासू

(व्ही. व्ही. तळेले)

सहा. कुलसचिव, विकास विभाग

प्रत:-

मा. उपकुलसचिव,
संलग्नता विभाग,
कबचौउमवि, जळगाव

Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

College : SSBT's College of Engineering & Technology, Bambhori, Jalgaon.

Title of the Course : Certificate Course in Retail Management

Aims / Objectives of the Course : To acquaint the students about basics of Retail Management

Duration of the Course : 1 Year

Fees Structure : 2,500 /- (Annual)

Course Structure : 1) Paper I : Introduction to Retail Management
2) Paper-II: Consumer Behavior and Retail Promotion
3) Paper-III: Subject Project and Practical

Eligibility for admission : Students should be admitted to the college for first year degree course.


Skeleton of Course :

Sr. No	Paper	Name of the Subject	Theory / Practical	Teaching Hours	Maximum Marks allotted			Passing			Credit
					External	Internal	Total	External	Internal	Total	
1	Paper-I	Introduction to Retail Management	Theory	90	60	40	100	24	16	40	6
2	Paper-II	Consumer Behavior and Retail Promotion	Theory	90	60	40	100	24	16	40	6
3	Paper-III	Subject Project and Practical	Practical	120	60	40	100	24	16	40	8

Minimum Staff : 02

Mode of Examination : Annual

Detail Syllabus : It has been attached here with.


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Dept. of Business Administration
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Bambhori, Jalgaon


Coordinator

CERTIFICATE COURSE IN, "RETAIL MANAGEMENT"

Objectives:-

- 1) To make the students aware about Indian Retailing Scenario with challenges and development.
- 2) To familiarize the students to understand the Buying Behavior of Customers.
- 3) To understand the Retail Marketing and Retail Strategy.
- 4) To understand the basics of Customer Relationship Management.
- 5) To acquaint the students about Merchandise Management.
- 6) To prepare students to undertake practical assignments and live projects in various Retail Stores.

Duration of the Course : 01 Year

Structure of the Course -

Paper-I : Introduction to Retail Management
Paper-II : Consumer Behavior and Retail Promotion
Paper-III : Subject Project and Practical

Eligibility : Students should be admitted to the college for first year degree course.

Intake : Maximum of enrolment for every course will be 60 Students.

Nature of Examination : Annual

The examination for the course will be

- 1) Theory Examination : 60 Marks for every paper
(External Valuation)
- 2) Test, Tutorial, Seminar, Home : 40 Marks for every paper
Assignment, Group Discussion
(External Valuation)
- 3) Practical Examination : 100 Marks
(Project Work, Viva-Voce,
Interview Tour & Lab Visit,
Presentation)

Credits for Certificate Course:

The course will carry 20 credits, each credit will have 15 hours of workload, out of which, and 8 credits should necessarily be assigned to practical field work / project work / training. The proof relating should be submitted during examination i.e work experience certificate / dissertation / report etc duly issued and signed by the concerned institutional authority / coordination / faculty.



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Ramanathapuram



Coordinator

SSBT's College of Engineering & Technology, Bambhori, Jalgaon

Syllabus for Certificate Course in, "Retail Management"

Paper-I: Introduction to Retail Management

(Total 90 Hrs)

1) Introduction to Retail Management

(16 Hrs)

- Meaning of Retail and Retailing
- Types & Functions of Retailers
- Retailing in India
- Drivers of Retail Change in India
- Foreign Direct Investment in Retail
- Challenges to Retail Development in India
- Career in Retailing

2) Theories of Retail Development & Business Models in Retail

(14 Hrs)

- Theories of Retail Development: Environmental Theory, Cyclical Theory, Conflict Theory
- Life Cycle in Retail
- Business Models in Retail: (Classification of Retail Formats)
 - On the basis of Ownership, Merchandise Offered and Non-Store Retailing
- Traditional business model in Indian Retail
- India specific Retail models

3) Store Site Selection & Retail Franchising

(16 Hrs)

- Types of Retail Locations
- Steps involved in choosing a Retail location
- Trends in Retail Property Development in India
- Meaning of Franchising
- Evolution of Franchising
- Types of Franchising
- Advantages & Disadvantages of Franchising
- Franchising in India
- Legal issues in Franchising in India

4) Retail Merchandising

(16 Hrs)

- Meaning of Merchandising
- Evolution of Merchandising
- Factors affecting the buying function
- Role and Responsibilities of Merchandiser and Buyer
- Buying for a Single Store, Chain Store or Non Store Retailers.
- Concept of Lifestyle Merchandising and Merchandise Planning

5) Retail Strategy

(12 Hrs)

- Meaning of Strategy
- Concept of Business Model
- Strategy-The Retail Perspective
- International Expansion- A Growth Strategy
- The Retail Value Chain
- Ethics in Retailing

6) Human Resource Management in Retail

(16 Hrs)

- Significance of Human Resource Management in Retail
- A conceptual overview of Human Resource Management in Retail
- Developing employee Skills, Commitment and motivating them.
- Organization structure in Retail
- Legal compliances: an HR Perspective.

Live Exercise: Students may visit personally or may observe any Retail Supermarket / Super Shop on Internet to understand the recent trends in Retailing along with their Strategies followed by group discussion in classroom.

Reference Books:

- 1) Retailing Management (Text & Cases), Swapna Pradhan, 3rd Edition, Tata McGraw Hill Education Private Limited, New Delhi
- 2) Consumer Behavior, Dinesh Kumar, Oxford University Press, 2015
- 3) Retail Management, Suja Nair, Himalaya Publishing House, 2009.
- 4) Consumer Behavior, Satish K Batra, SHH Kazmi, 2nd Edition, Excel Books, 2010



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Bhubaneswar, Odisha



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Paper-II: Consumer Behavior and Retail Promotion

(Total 90 Hrs)

- 1) Understanding the Retail Consumer** **(16 Hrs)**
 - Meaning of Consumer Behavior
 - Need for studying Consumer Behavior
 - Factors influencing the Retail Shopper
 - The Customer Decision Making Process
 - Need of Consumer Research & Market Research

- 2) Servicing the Retail Customer** **(16 Hrs)**
 - Meaning & Importance of Customer Service
 - Measuring the GAPS in Service
 - Customer information and Enhancing Loyalty
 - Service Problems and Complaints Handling
 - Role of Personal Selling

- 3) Online Buying Behavior** **(16 Hrs)**
 - Introduction
 - Online Shopping in India
 - Understanding the Online Shopper
 - Media Consumption
 - Framework for Online Consumer Behavior
 - Using Social Media

- 4) Retail Marketing** **(12 Hrs)**
 - The role of Marketing in Retail
 - The Retail Marketing Mix
 - The STP Approach
 - The Retail image
 - The Retail Communication Mix
 - Integrated Marketing Communications

- 5) E-retailing** **(12 Hrs)**
 - Concept of E-retailing
 - Mobile shopping: Apps, Smart cards, e-cash,
 - Retailing through television
 - Online shopping: Shopping carts e.g. e-bay, Amazon, Flip cart etc.
 - Limitations and Threats to the web applications

- 6) Customer Relationship Management** **(18 Hrs)**
 - Meaning & Importance of Customer Relationship Management (CRM)
 - Steps involved in the CRM Process
 - A model of Relationship based buying
 - Relationship Based Buying
 - Importance of Customer Retention Management

Live Exercise: Students may visit personally or may observe any Retail Supermarket / Super Shop to understand the Services provided by Super Shops to their Customers followed by group discussion in classroom.

Reference Books:

- 1) Retailing Management (Text & Cases), Swapna Pradhan, 3rd Edition, Tata McGraw Hill Education Private Limited, New Delhi
- 2) Consumer Behavior, Dinesh Kumar, Oxford University Press, 2015
- 3) Retail Management, Suja Nair, Himalaya Publishing House, 2009.
- 4) Consumer Behavior, Satish K Batra, SHH Kazmi, 2nd Edition, Excel Books, 2010



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Paper-III: Subject Project and Practical

(Total 120 Hrs)

Subject Project & Practical:

120 Hours

Students have to prepare and submit the Project Report individually under the guidance of internal guide of the Institute/ College.



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SSBT's College of Engg. & Technology
Bambhor, Jalgaon**



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Student List of Career Oriented Certificate Course 2020-21

Sr. No.	Name of the Student	Course
1	Gaurav Sumersing Patil	Retail Management
2	Koli Samadha Sukram	Retail Management
3	Chaudhari Kunal Ulhas	Retail Management
4	Chinmay Sandeep Sonar	Retail Management
5	Jawale Ishwar Tarachand	Retail Management



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