

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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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.
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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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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

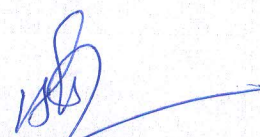
Mode of Examination : Annual

Detail Syllabus : It has been attached here with.



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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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