

DETAIL SYLLABUS OF 1ST SEMESTER

Course Code: SEC139

Title of the course: Retail Management

End Semester: 80 Marks

In Semester: 20 marks.

Total credit: 03.

Course objectives: To introduce the students with the fundamental concepts of retail management and the career opportunities associated with it.

MARKS: 80

UNIT	CONTENTS	L	T	P
1 (15 MARKS)	INTRODUCTION 1.1 Concept of Retail Management. 1.2 Retailing and its features. 1.3 Retailer and its types. 1.4 Structure of Retail Format.	6	02	-
2 (20 MARKS)	OPERATION OF RETAIL STORE 2.1 Store Operation-meaning and features. 2.2 Merchandizing. 2.3 Buying and Pricing. 2.4 Receiving Process. 2.5 Handling returns to vendor. 2.6 Inventory system.	8	02	-
3 (20 MARKS)	MODERN RETAIL OPERATION 3.1 Departments and functions. 3.2 Structure of front and store operation. 3.3 Role and responsibilities of a front and staff in retail. 3.4 Challenges faced by front and staff.	8	02	-
4 (25 MARKS)	RETAIL SELLING SKILL 4.1 Retail selling skill- meaning, different types of selling. 4.2 Identifying the pre selling activities.	10	2	10

	4.3 3 Biggest selling mistakes. 4.4 15 upselling and cross selling strategies. 4.5 Product knowledge and its importance.			
		32	08	10

Here, L=Lecture, T= Tutotial, P= Practicals.

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

- One Test =10 Marks
- Students have to choose any one of the following suggested activities in a semester for their in-semester assessment =10 Marks
 - Seminar presentation of any concept
 - Peer Teaching and Discussion
 - Writing report on study visits arranged by the institutes to organizations practicing these skills.
 - Autobiography writing.

LEARNERS OUTCOME:

After the completion of this course the learner shall be able to:

- Understand the detail of retail business.
- Identify the key opportunities of a retail business.
- Help to become an independent entrepreneur.

Reading List:

1. Dr.R.S. Tiwari, Retail Management, Himalaya Publishing House.
2. Barry Berman, Joel R. Evans and Ritu Shrivastava, Retail Management: A Strategic Approach, Pearson Publication.