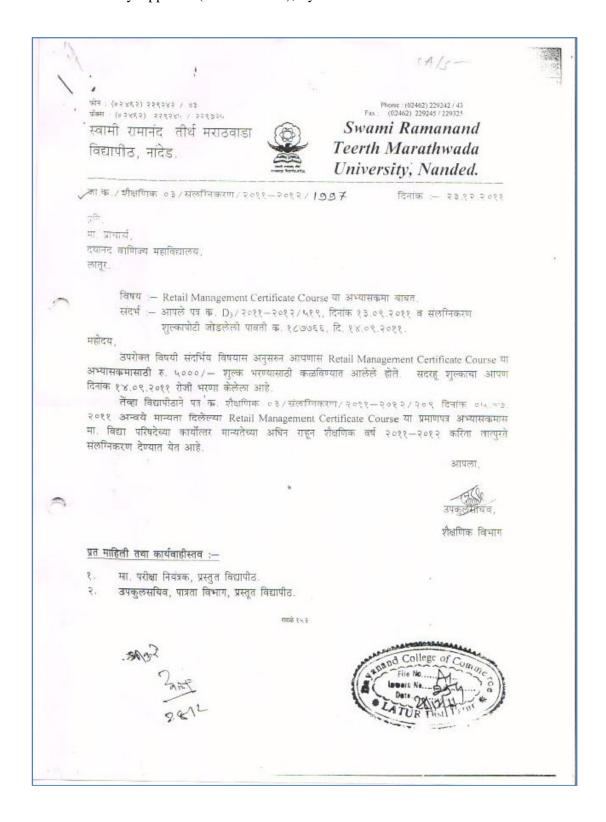
DAYANAND COLLEGE OF COMMERCE, LATUR

Report of the Certificate Course in Retail Management for 2013-14

University Approval (from 2011-12), Syllabus and List of students for the Course



DAYANAND COLLEGE OF COMMERCE, LATUR

Name of the Program: Certificate Course in Retail Management

Program Code: CRM

Curriculum of Program: w.e.f. 2011-12

Total Lectures: 120

Total Marks 400

Syllabus

Certificate Course in Retail Management

Paper No.	Name of the paper	Total Marks	No. of Lectures
I	Fundamentals of Retail Management	100	40
II	Merchandise & Store Management	100	40
III	Marketing Management in Retail	100	40
IV	Project work	100	
	Total Marks	400	120

 $Paper-I \\ \label{eq:paper-I}$ Fundamentals of Retail Management (100 marks)

Unit	Particulars	No. of
No.		Lectures
	Introduction to Retail Management	
I	Introduction	
	Meaning & Definition of Retailing	06
1	Evaluation of Retail Market in India	00
	Challenges to Retailing	
	Future prospects & challenges to retailing in India	
	Classification of Retailers	
	Classification of Retailers	
II	Legal form organization structure	05
	Range of Merchandise	
	Degree of services	
	Retailing in Practice	
	Fixed location	
	Retailing at outlet	
III	Departmental stores	06
	Measurement of sales	
	Promotion of sales	
	Attracting customers	
	Retail Location & Store Design	
	Meaning of Location	
IV	Location Decision	06
	Meaning of store design & layout	
	Factors affecting to designing the layout	
	Retail Pricing	
V	Concept of pricing	05
•	Pricing strategy	
	Factors affecting to the pricing strategy	
	IT in Retailing	
	Introduction	
	Application of technology in Retailing	
VI	Bar coding Scanner	06
	Electronic data interchange	
	Electronic fund transfer	
	Electronic loyalty scheme	
VII	Globalization of Retailing	
	Introduction	
	International Retailing environment	06
	Different Patterns of Retailing around the world	
	Strategies in international Retailing	

Reference books:

- 1) Retail Management by Agarwal, Bansal, Yadav, Kumar
- 2) Modern Retail management Principles & Techniques by J.N. Jain, P.P. Singh

Paper – II

Merchandise & Store Management (100 Marks)

Unit	Particulars	No. of
No.		Lectures
I	Merchandise Management Introduction Elements of Merchandise Management Sales Forecasting Inventory Planning The Buyer Types of buying organization Central Buying Separating the buying & selling functions Suppliers Suppliers selection Negotiation with vendors	12
II	Pricing decisions in Retailing Introduction Factors affections retail pricins Formulations retain pricing strategy	06
III	Retail Promotion Introduction Concept Retail promotion cycle Elements of promotional mix	06
IV	Store Management Introduction Responsibility of store manager Check list for store manager House keeping Stock shrinkage Safety in stores	10
V	Legal aspects of Retailing Introduction Relevant Legislations Licenses need for super market	06

Reference books:

- 1) Modern Retail management Principles & Techniques by J.N. Jain, P.P.Singh
- 2) Salesmanship & Publicity by Rustom S. Davar, S. Dharab R. Davar, Nusli R. Davar

Paper – III

Marketing Management in Retail (100 Marks)

Unit	Particulars	No. of
No.		Lectures
I	Basic concept – meaning, market, marketing, marketing	
	management, market segmentation	06
	Market mix	
	Market research	
II	Consumer Behaviour	
	Introduction	
	Major factors influencing buying behavior purchase decisions	07
	Customers buying behavior	
	The buying decision process. A model of man	
III	Salesmanship	
	Defined – salesmanship	
	Qualities necessary for good salesmanship	06
	Types of Salesman	
IV	Supply Chain Management	
	Concept of supply chain management	
	Importance supply chain management	08
	Objectives or supply chain management	
	Elements or supply chain management	
V	Logistic Management	
	Introduction, Meaning	
	Importance of logistic management	06
	Scope	
	Integrated logistics management	
VI	Franchising, Brand & Mall Management	
	Introduction	
	Franchising	07
	Brand Management	
	Mall Management	

Reference books:

- 1) Marketing Management by P. Kotler
- 2) Marketing by N. Rajan Nair

Paper – IV **Project work (100 Marks)**

The students are expected to undergo a trainee to study the practical aspects in the field of work. A teacher will be their project supervisor who will monitor their progress and evaluate them.

Note the project report should prepare, type written and submitted.

DAYANAND COLLEGE OF COMMERCE, LATUR

List of students for Certificate in Retail Management Program (2013-14)

Sr.No.	Name of Student
1.	Yadav Sachin A.
2.	Maske Rushikesh T.
3.	Sagar Deepak R.
4.	Jamadar Akash M.
5.	Gaikwad Bharat H.

Program Coordinator

Principal

^{*} Due to the poor response of students, this CRM program is discontinued in 2014-15.

Swanti Ramanand Teerth Marathwada University. North Ramatr Burdo, aits	1
CERTIFICATE CERTIFICATE	
This is to certify that	<u>;</u>
— Ashetekar Manisha Shankarrao having successfully completed the U. G. C. prescribed Career Oriented Full Time Diploma Course in	
— Retail Management conducted by Dayanand College of Commerce, Latur With Seatno RM1321	
during the Academic Year 2012 -2013 is hereby awarded the certificate in Retail Management	y -
on this day of February, 2014	
He / She has secured 68.00 % of marks. Principal Controller of Examination	re.