

BACHELOR OF COMMERCE PROGRAMME

**Under Choice Based Credit, Grading and
Semester System**

To be implemented from Academic Year 2018-2019

Faculty of Commerce

Board of Studies of Commerce

Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil College Vashi, Navi Mumbai
Autonomous College
[University of Mumbai]
Syllabus for Approval

Skill Based Course (B.COM.) 2018-2019

Quality Control and Quality Assurance

Sr. No.	Heading	Particulars
1	Title of Course	Retail Management
2	Eligibility for Admission	12 th Pass
3	Passing Marks	40%
4	Ordinances/Regulations (if any)	
5	Duration	30 Hrs
6	Level	FYBCOM
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic year	2018-2019

AC – 01/09/2018

Item No.:



**Rayat Shikshan Sanstha's
KARMAVEER BHAURAO PATIL COLLEGE, VASHI.
NAVI MUMBAI
(AUTONOMOUS COLLEGE)
Sector-15- A, Vashi, Navi Mumbai - 400 703**

**Syllabus for Skill Based Course
Retail Management
Program: B.Com
Course: Certificate Course in "Retail Management"
(Choice Based Credit, Grading and Semester System
with effect from the academic year 2018-2019)**

Rayat Shikshan Sanstha's
KARMAVEER BHAURAO PATIL COLLEGE, VASHI, NAVI MUMBAI
Department of Commerce
Skill Based Course (B.Com.) 2018-2019
Retail Management
Course Code: UGCOM RM 01

Program Name: Certificate Course Retail Management

Proposed by: RayatShikshanSanstha's, KarmaveerBhauraoPatil College, Vashi, Navi
Mumbai (An Autonomous College)

Batch size proposed: 60 students

Proposed Program Duration: 2 months- 30 hrs theory

Credit Points: 1

Program co-ordinator: Dr. V. H. Bhoir

Overview of program

Certificate program will cover a range of issues like service operations, consumer behaviour, sales management, marketing management and supply chain issues, customer service, customer retention and relationship management related to business. With an emphasis on retail management and marketing, customer satisfaction and loyalty the programme explores key developments and trends in this area.

1. Program Objectives:

- Comprehend Retail Marketing and management Strategies
- Imbibe Skills required for retail distribution
- Acquaint skills required for Shop and Mall Management
- Strengthen practical skills of mall management and retailing among the students

Learning Outcomes: After completing the program student will be able to-

- use the management strategies in for effective retailing
- acquire knowledge of market segmentation and branding
- learn customer relationship management

2. Target group of learners:

- Undergraduate students

A. Curriculum and pedagogy

1. Curriculum

Module	Contents	Hours	
		Theory	Practical
1	Introduction to Retail Management Meaning and Definition on Retailing, Concept of Retail Management, Nature of Indian Retail Markets, Retail Theories, Retailer's Role in Distribution Channel.	5	5
2	Retail Framework and Retail Strategy 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.	10	5
3	Marketing Mix Retail marketing mix-Key elements-Place, Price, Product, Promotion, Presentation, and People Element.-RETAIL FRANCHISING	5	0

Requirement of the Resources

- Expert to write and deliver the content on Retail Management

B. Assessment

- Evaluations are in the form of Computer Based Examination consisting of Multiple Choice Questions of 50 marks with 40% passing. The questions formulated are based on the program / course objectives.
- The questions are designed to test student's knowledge and applications of concepts learned.

C. Industry Visit:

- Store visit – Shoppers Stop/Hyper City/Big Bazar/D Mart