

Raghunath Girls' Post Graduate College, Meerut

Aptech Learning Center & Aptech Aviation Academy- R.G.(P.G.) Computer Centre Skill Development Course

Title of course- Skill Development Course in Retail Management (V0001032)

Syllabus

Nodal Department of HEI to run course	Department of Vocational Studies
Broad Area/Sector-	Commerce / Business / E-Commerce
Sub Sector-	Marketing Management
Nature of course - Independent / Progressive	Independent
Name of suggestive Sector Skill Council	RASCI
Alienated NSQF level
Expected fees of the course -Free/Paid	As Mutually Decided by College & PCE (Aptech)
Stipend to student expected from industry	As per terms of related retailer
Number of Seats-.....	As suggested by the college
Course Code	Credits- 03 (1 Theory, 2 Practical)
Max Marks..... Minimum Marks.....	
Name of proposed skill Partner (Please specify, Name of industry, company etc for Practical /training/ internship/OJT	Aptech Learning Center (Authorized Meerut Center as PCE)
Job prospects-Expected Fields of Occupation where student will be able to get job after completing this course in (Please specify name/type of industry, company etc.)	After successful completion of this course, there are many jobs opportunities in the retail sector

Unit	Topics	General/ Skill Component	Theory/ Practical/ OJT/ Internship/ Training	No of theory hours (Total-15 Hours=1 credit)	No of skill hours (Total-60 Hours=2 credits)
I	Introduction to Retail <ul style="list-style-type: none"> • Concept of retail • Functions of retail • Retail as a career • Retail formats and its types • Retailing Channels • Retail Industry in India • Importance of retail • Changing trends in retailing 	General	Theory	2	0
II	Understanding the Retail Consumer <ul style="list-style-type: none"> • Retail consumer behavior • Factors influencing the Retail consumer • Customer decision making process • Types of decision making • Market research for understanding retail consume • Case study related to customer decision making 	General & Skill	Theory and Practical	2	5
III	Retail Marketing Strategy <ul style="list-style-type: none"> • Definition of Retail strategy • Strategy for effective market segmentation • Strategies for penetration of new markets • Growth strategies • Retail value chain • Case study related to market segmentation 	Skill	Theory and Practical	3	8

IV	Merchandise Management <ul style="list-style-type: none"> Meaning of Merchandising Factors influencing Merchandising Functions of Merchandising Manager Merchandise planning Merchandise buying Analyzing Merchandise performance. Practical problems related to merchandise 	General & Skill	Theory And Online Training	4	10
	Management VIZ EOQ, TIC, Minimum Level, Safety Stock, Reorder level, Maximum Level and rational of discount of Bulk purchase				
V	Retail Location Selection <ul style="list-style-type: none"> Importance of Retail locations Types of retail locations Factors determining the location decision Steps involved in choosing a retail locations Measurement of success of location Case study related to retail location selection 	Skill	Theory and Practical	2	9
VI	Real Life Exposure in Retail Sector <ul style="list-style-type: none"> Internship at Retail counter established by organized/ unorganized players in NCR 	Skill	Theory and Internship	2	28

Suggested Readings:

Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

David Gilbert- Retail Marketing

J. Laniba- The Art of Retailing

Swapana Pradhan- Retailing Management

Suggested Digital platforms/ web links for reading- <https://www.ibef.org>

Suggested OJT/ Internship/ Training/ Skill partner Retail counter of locally established organised/unorganized players

Suggested Continuous Evaluation Methods: Question Papers are designed for theory assessment and Skill partner will design the for the skill evaluation of the students.

Course Pre-requisites:

- No pre-requisite required, Passed XII with Commerce
- To study this course, a student must have the subject Commerce. in class/12th/ certificate/diploma
- If progressive, to study this course a student must have passed previous courses of this series.

Suggested equivalent online courses:

Any remarks/ suggestions:

Notes:

- Number of units in Theory/Practical may vary as per need
- Total credits/semester-3 (it can be more credits, but students will get only 3credit/ semester or 6credits/ year
- Credits for Theory =01 (Teaching Hours = 15)
- Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60)

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