

Lesson Plan 2024-25

B. Com 6th Semester

RETAIL MANAGEMENT

January 2025 - Retailing: concept, characteristics and importance; theories of retailing;

February 2025 - Strategic planning in retailing; planning location of retail institution: trading area analysis, deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site; material handling.

Assignment 1

March 2025 - Organizational structure in retail institutions; classification of retail institutions; store based and non-store-based retail organizations; process of setting up a retail organization.

Assignment 2 and Assessment Test 1

April 2025 - Store management: blueprinting operations, deciding stores layout, energy management, security issues; applications of information technology in retailing.

Assessment Test 2

May 2025 – Trends in retailing in India; FDI in retail. Revision of Syllabus

Course Learning Outcomes (CLO) -

After completion of this course students will able to:

1. Explain the central role of retail in industrialised societies, and the impact of key market/retail trends upon this sector in the local and global contexts.
2. Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders
3. Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry
4. Evaluate the implementation of marketing strategy through the retail mix – including product and merchandise mix, pricing, location and store- design, promotions, and store management - to improve the total customer experience and retailer market competitiveness.

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