

AC –  
Item No. –

**As Per NEP 2020**

**Tolani College of  
Commerce  
(Autonomous)**



Knowledge is Supreme

**Title of the Course: Retail Management**

**Programme: Bachelor of Commerce (Management Studies)  
Semester-II**

**Syllabus for 2 credits**

**From the academic year 2024-2025**

## Name of the Course: Retail Management

Ref

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	The primary objective of the course is to have learners develop marketing competencies in retailing and retail consulting. The course is designed to prepare learners for positions in the retail sector or positions in the retail divisions of consulting companies. The learners through course will understand how a retail business works; the core issues and challenges involved; the key terms and terminologies associated and an appreciation of Indian retail sector.
2	<b>Vertical:</b>	Vocational Skill Course
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To familiarize the learner about the practical understanding of the retail sector covering crucial areas like retail buying, category management, retail store operations and customer marketing.</li> <li>2. To make learners understand the basics of retail, retail store operations, performance matrices, designing market, promotional strategies with focus on FDI.</li> </ol>
8	<b>Course Outcomes:</b>	<p>At the successful completion of this certificate course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the organised retail sector and its operations.</li> <li>2. Understand the various strategies involved with the retail sector and how to deal with customers along with their needs to sustain in the market.</li> </ol>

<b>9</b>	<b>Modules</b>	
	<b>Module 1: Retail Management- An Overview (15 Hours)</b>	
	<ul style="list-style-type: none"> <li>• <b>Retail Management:</b> Introduction and Meaning, Factors Influencing Retail Management and Scope of Retail Management and Factors Responsible for the Growth of Organized Retail in India</li> <li>• <b>Multichannel Retailing:</b> Meaning and Types, E-tailing: Meaning, Advantages and Limitations, Emerging Trends in Retailing: Foreign Direct Investment in Retailing and Franchising: Meaning, Types and Advantages and Limitations and Franchising in India.</li> <li>• <b>Retail Pricing:</b> Meaning, Considerations in Setting Retail Pricing and Pricing Strategies.</li> </ul>	
	<b>Module 2: Retail Strategy, Store Operations and Store Design Layout (15 Hours)</b>	
	<ul style="list-style-type: none"> <li>• <b>Retail Strategy:</b> Meaning, Steps in Developing Retail Strategy, Retail Value Chain, Retail Store Operations: Meaning, Responsibilities of Store Manager and the 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff).</li> <li>• <b>Store Design:</b> Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics and Store Layout- Meaning, Types: Grid, Racetrack and Free Form.</li> <li>• <b>Visual Merchandising:</b> Meaning, Significance, Tools used for Visual Merchandising Display- Meaning, Methods of Display, Errors in Creating Display.</li> </ul>	

<b>10</b>	<b>References:</b>	
	<ul style="list-style-type: none"> <li>• Michael Levy &amp; Barton A Weitz, “Retailing Management”, Tata Mc Graw Hill</li> <li>• Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai.</li> <li>• Kishore Biyani, “It Happens in India”,&amp; “ The Wall Mart Story”</li> <li>• Dr. RamKishen Y. “International Retail Marketing Strategies”, Jaico Publishing House, Mumbai</li> <li>• Fernie, John, Suzanne Fernie, and Christopher Moore, Principles of Retailing. 2nd ed., Routledge, 2015.</li> </ul>	
<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>

**12** **Continuous Evaluation through:**

Sub-components	Maximum Marks
1)Assignment/Case Studies/ Presentation	10
2) MCQ Based Test	10
Total	20

*Note: Learner must be Present in all the two exam components of Continuous Evaluation.*

**13** **Format of Question Paper:**

**Table 1B: Scheme of Semester End Examination (SEE) Evaluation  
Question Paper Pattern for Semester End Examination (SEE)  
Maximum Marks: 30 Duration:1 Hour**

Question Number	Particular	Marks
Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question	10
Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question	10
Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)	10

Note: Any of the short notes of 5 Marks can be a case study.

**Signatures of Team  
Members**

<b>Sr.No</b>	<b>Name</b>	<b>Signature</b>
1.	Ms. Reshma Rajput	
2.	Ms. Shalini Clayton	
3.	Mr. Vedant Kajbaje	
4.		
5.		