

**Shaheed Mnagal Pandey Government Girls PG College, Meerut**  
**Proposed Skill Development Course**

Title of course-	<b>Skill Development course in Retail Management</b>
Nodal Department of HEI to run course	<b>SMP Government Girls PG College , Meerut</b>
Broad Area/Sector-	<b>Commerce</b>
Sub Sector-	<b>Marketing Management</b>
Nature of course - Independent / Progressive	<b>Independent</b>
Name of suggestive Sector Skill Council	<b>RASCI</b>
Aliened NSQF level	-----
Expected fees of the course –Free/Paid	<b>As per University /NEP 2020 Norms</b>
Stipend to student expected from industry	<b>As per terms of related retailer</b>
Number of Seats-.....	<b>As per University /NEP 2020 Norms</b>
Course Code-.....	<b>Credits- 03 (1 Theory, 2 Practical)</b>
Max Marks...100..... Minimum Marks.....	<b>40</b>
Name of proposed skill Partner (Please specify, Name of industry, company etc for Practical /training/ internship/OJT	<b>As per the availability of Retail counters established by organized/unorganized players in NCR.</b>
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.)	<b>After successful completion of this course, there are many jobs opportunities in retail sector.</b>

**Syllabus**

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)
<b>I</b>	<b><u>Introduction to Retail</u></b> <ul style="list-style-type: none"> <li>• Concept of retail</li> <li>• Functions of retail</li> <li>• Retail as a career</li> <li>• Retail formats and its types</li> <li>• Retailing Channels</li> <li>• Retail Industry in India</li> <li>• Importance of retail</li> <li>• Changing trends in retailing</li> </ul>	<b>General</b>	<b>Theory</b>	<b>2</b>	<b>0</b>
<b>II</b>	<b><u>Understanding the Retail Consumer</u></b> <ul style="list-style-type: none"> <li>• Retail consumer behavior</li> <li>• Factors influencing the Retail consumer</li> <li>• Customer decision making process</li> <li>• Types of decision making</li> <li>• Market research for understanding retail consume</li> <li>• Case study related to customer decision making</li> </ul>	<b>General &amp; Skill</b>	<b>Theory and Practical</b>	<b>2</b>	<b>5</b>
<b>III</b>	<b><u>Retail Marketing Strategy</u></b> <ul style="list-style-type: none"> <li>• Definition of Retail strategy</li> <li>• Strategy for effective market segmentation</li> <li>• Strategies for penetration of new markets</li> <li>• Growth strategies</li> <li>• Retail value chain</li> <li>• Case study related to market segmentation</li> </ul>	<b>Skill</b>	<b>Theory and Practical</b>	<b>3</b>	<b>8</b>
<b>IV</b>	<b><u>Merchandise Management</u></b> <ul style="list-style-type: none"> <li>• Meaning of Merchandising</li> <li>• Factors influencing Merchandising</li> <li>• Functions of Merchandising Manager</li> <li>• Merchandise planning</li> <li>• Merchandise buying</li> <li>• Analyzing Merchandise performance.</li> <li>• Practical problems related to merchandise</li> </ul>	<b>General &amp; Skill</b>	<b>Theory And Online Training</b>	<b>4</b>	<b>10</b>

	Management VIZ EOQ, TIC, Minimum Level, Safety Stock, Reorder level, Maximum Level and rational of discount of Bulk purchase				
V	<b>Retail Location Selection</b> <ul style="list-style-type: none"> <li>• Importance of Retail locations</li> <li>• Types of retail locations</li> <li>• Factors determining the location decision</li> <li>• Steps involved in choosing a retail locations</li> <li>• Measurement of success of location</li> <li>• Case study related to retail location selection</li> </ul>	Skill	Theory and Practical	2	9
VI	<b>Real Life Exposure in Retail Sector</b> <ul style="list-style-type: none"> <li>• Internship at Retail counter established by organized/ unorganized players in NCR</li> </ul>	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/12<sup>th</sup>/ 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)

Course developed by:-

- Dr Rakesh Kumar
- Dr Vikas Kumar
- Dr Avesh Kumar

*Dr. Rakesh Kumar*  
*Nodal officer*  
*H.O.D.*  
*Faculty of Commerce*