

Part A Introduction		
Program: Certificate	Year: BCOM FIRST YEAR	Session:2025-2026
Course Code		
Course Title	Retail Management	
Course Type	SEC	
Pre-requisite (if any)	NO	
Course Learning outcomes (CLO)	<p>After the successful completion of the course, the student shall be able to-:</p> <ul style="list-style-type: none">• Understand the Fundamental Concept of Retail Management.• Understand the shopper's behaviour• Understand the consumer's behaviour• Understand merchandise management.• Understand visual merchandising.• Understand E-Retailing system.• Understand E-Payment system.• Develop merchandise plans and apply inventory control techniques• Evaluate and apply concepts of E-Retailing and E-Payment systems	
Expected Job Role / career opportunities	<p>Business Opportunities</p> <p>Retail Outlet Owner, Retail Management Consultant, Retail Service Provider</p> <p>Job Opportunities</p> <p>Window Dressing, Retail Outlet Designer, Retail Inventory Manger, Merchandise Professional in Branded Companies, Visual Merchandiser, E-Commerce Business Operator.</p>	
Credit Value	3	
Part B- Content of the Course		
Total No. of Lectures 45		
Module	Topics	No. of Hours

I	Fundamentals of Retail Management Retail Trade Structure, Retail Locations, System of Trade and Transactions and Cultural and Ethical Practices in Ancient Indian retailing system. Basic concept of Retailing, Types of Retailers, Multi-Channel retaility organised retaility Organised Retailing in India, Retail Market Strategy, Retail Format and target market, Growth Strategies, Pricing Strategy. Consumer Marketing strategy, Consumer decision making Process, Organisational consumers Behaviour, Post purchase behaviour.	15
	Service Retailing- Importance of service retailing and its Challenges. Consumer Behaviour in Services zone of Tolerance, Service Perception and Expectation, Service strategy, Service triangle, marketing mix, Marketing segmentation. Practical Activities -Visit a local retail outlet Task -Observe and document:- Store layout and design, Merchandising techniques, Customer service practices ,Inventory management	
II	Merchandise Management Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control,.Basics of visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Colour Blocking, Signage and Understanding Material Planograms, Window Display. Practical Activities - Create a business plan for a new retail store. OR Divide students into groups and assign product categories (e.g., fashion, electronics, FMCG). Task :- Analyse the lifecycle, demand pattern, and seasonality of their assigned category	15
III	E-Retailing Introduction: The concepts of E-Commerce, E-Business and E-Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. E-Commerce applications: Consumer Applications, Organisation Applications, Procurement - Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 Government, Government to Government. E-Marketing: Information based marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery. Web retailing, Process of website development. E-Retailing/reverse Marketing. Electronic Payment Systems: Introduction to payment systems, On-line	15

	payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards. Practical Activities- Create a Mock E-Retail Website, Digital Marketing Campaign Design, Practical Sessions by Industry Experts, covering all aspects of Retailing	
Part C-Learning Resources		

Text Books, Reference Books, Other resources	
Suggested Readings: 1. Michael lacy, Barton A Weitz and Ajay Pandit, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi. 2. KVC Madaan, Fundamental of retailing, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi. 3. Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi. 4. K.Rama Mohana Rao: Services Marketing, Pearson, 2 Ed. New Delhi. 5. Valeri Zeithmal, Mary Jo Binter,Dwayne D Gremler and Ajay Pandit: Services Marketing, Tata McGraw Hill, New Delhi. 6. Kalakota & Winston- Frontier of E-commerce, Pearson Education.	
Suggested equivalent online courses: https://nptel.ac.in/content/storage2/courses/downloads_new/110104070/noc19_mg28_Assignment8.pdf https://onlinecourses.swayam2.ac.in/imb19_mg02/preview	

Part D-Assessment and Evaluation			
		Maximum marks -	100
Continuous Comprehensive Assessment (CCE)		Total Marks-	
University exam		Total Marks -	100



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