

Annex. (63)

(11)

000420

Vocational Course**Subject: Management****Course Code: VRM 001** | **Course Title: Retail Management****Course Outcome:**

- This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.
- Establish and satisfy customer needs
- Monitor and manage store performance
- Provide leadership for your team
- To maintain the availability of goods for sale to customers
- To help customers choose right products
- To provide specialist support to customers facilitating purchases

Credits: 01 (Theory) and 02 (Field Work)**Vocational Course****Max. Marks- 25+75****Min. Marks 40**

UNIT	TOPIC (Theory)	NO. of Lectures
I	Management of retailing operations, Retailing Management: Functions, strategic retail management process and total performance model, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model and Customer Relationship Management.	05
II	Information gathering in retailing: retail strategic planning and operation management, retail financial strategy, target market selection and retail location, store design and layout, visual merchandising and Displays.	05
III	Logistics Framework: Concept, objectives, scope, Transportation, Warehousing, Inventory Management, packaging and unitization, communication and control. role of ecommerce in retailing, global retailing, legal and ethical issues in retailing, mall introduction and mall management.	05
Section	Field Work	Total Hours
A	Visit of a local kirana shop to understand the process of retail setup, transaction, demonstration of various department in retail outlet. Writing a report based on it.	25
B	Visit to supermarket or hypermarket to study product type, variety size, product billing system. Writing a report based on it.	35

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