



GUJARAT TECHNOLOGICAL UNIVERSITY
Bachelor of Vocation (B.Voc)
Semester: III
Branch: Sales & Marketing Management
Subject Name: Organised & Unorganised Retailing
Subject Code: 1132208

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
-	-	15	15	-	-	100	100	200

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.	% Weightage
1	Organized Retailing <ul style="list-style-type: none">• Introduction• Features• Importance• Examples• Practical Learning	50	25
2	Unorganized Retailing <ul style="list-style-type: none">• Introduction• Features• Importance• Examples• Practical Learning	50	20
3	Key Difference Between Organized & Unorganized Retailing <ul style="list-style-type: none">• Government Norms• Location• Size of Store• Employees Benefits	50	30
4	Study of Trends of Organized Retailing in India <ul style="list-style-type: none">• Online Retailing• New Trends in Retailing• Contribution of Each Sectors• Entry of Foreign Player	50	25
	Total	200	

Course Outcomes:

After learning the course the students should be able to understand:

1. Students can learn about organized and unorganized retailing.
2. Students can do comparative study between organized and unorganized retailing.
3. Students can learn latest trends of retailing in India.