



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 5th Semester

Branch: Sales & Marketing Management

Subject Name (On Job Training Elective): Retail Store Management

Subject Code: 1152207

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
0	0	15	15	0	0	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	UNIT-I: Introduction Introduction of retail sector, various types of retail sector: organised and unorganised retail stores. Skills of retail store manager, Students need to visit any of the retail stores.	60	25%
2	UNIT-II: Retail Location Selection: Importance of Retail locations, types of retail locations, Factors determining the location decision.	40	25%
3	UNIT-II: Retail Planning and Strategies: Understanding Retail consumer behaviour, Factors influencing the Retail Consumer.	50	25%
4	Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Merchandise planning. Practical: Prepare a project on comparative analysis of on store retail sector and road side retail sales.	50	25%
	Total	200	100%

Reference Books:

No.	Author	Name of the book	Publisher	Year of publication/ Edition
1	Pradhan Swapna	Retailing Management : Text & cases	Tata Mcgrew Hill	4 th Edition
2	Berman Berry and Joel R.Evans	Retailing Management : A Strategic approach	Pearson	Latest
3	Bajaj, Tuli and Srivastava	Retail Management	Oxford	Latest



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Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Students will understand the concept of modern retailing and significance of retailing in the current business environment.	25%
CO-2	Students will understand retailing as a business and various strategies the firms engaged in retailing business adopt for their survival and growth.	25%
CO-3	Students can Analyze the role of several support functions in enhancing the performance of the retail business.	25%
CO-4	Students can get knowledge about how merchandise can be managed in retail store	25%