

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Retail Operation & Entrepreneurship Development

Subject Code: 173305

Sr.No	Course Content	Weightage	Hrs.
1.	Unit I Retailing & Entrepreneurship (Definition & Importance) Indian vs Global Scenario Types of Retailing Entrepreneurship Types of retail formats, Store Retailing, Non Store Retailing Franchising in retailing ,Retail Marketing mix - Retail consumer buying behavior – types – factors influencing - buying behavior – Segmentation – positioning	10%	06
2.	Unit II Retail organization structure – Major functional areas – careers in retailing Retail Location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies	10%	06
3.	Unit III Store design – Interiors & exteriors - Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Facade Retail Communication mix – Sales promotion – Advertising - Public relation – Personal Selling – Steps in planning retail communication	10%	06
4.	Unit IV Pricing – Pricing Strategies, Pricing Methods, Merchandise Management, Organizing Categories, Financial Objectives, Assessment Planning Process, Buying Systems, Buying Merchandise.	10%	06
5.	Unit V Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies. Role of IT in retailing - Electronic data exchange – bar coding – RFID – Electronic payment systems.	10%	06
6	Unit IV Entrepreneurship Development-I Conceptual issues, Entrepreneurship vs Management, Role and function of entrepreneur in relation to enterprise and economy, Competencies, Motivation, Opportunity scouting, idea generation, role of creativity, innovation and business research, outsourcing, franchising, marketing, networking, Entrepreneurial traits.	20%	12

7.	Unit-VII Entrepreneurship Development-II Concept of project and classification of project, identification, formulation, project design & report, project appraisal, profitability analysis, social cost benefits analysis Financial analysis, Ratio analysis, Investment process, Break even analysis, Budget and Planning process, applicability of factories act. Role of financial institution, Bank finance to entrepreneurs, role of constancy organization, govt. policies for young entrepreneurs and SMEs.	30%	18
	TOTAL	100	60

TextBooks:

1. Levy & Weitz – Retailing Management.
2. Berry Berman & Joel R. Evans – Retail Management
3. Vasant Desai: Dynamics of Entrepreneurial development and management.
4. Dollinger M.J., Entrepreneurship Strategies and Resources, 3rd edition, Pearson Education, New Delhi
5. Balakrishnan G. Financing of small scale industries
6. Panda, Sibacharan, Entrepreneurship Development, New Delhi, Anmol Publication

ReferenceBooks:

1. Lewison&Delozier – Retailing.
2. Holt, David H., Entrepreneurship: strategies and Resources, Illinois, Irwin
3. Verma, J.C. and Gurpal Singh, Small Business and Industry- A Handbook for Entrepreneurs, Sage, New Delhi.