

Lecture Plan		
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa		
Name of Faculty: Mrs. Pragati Kerkar	Subject: Retail Management Strategies	
Paper code: UCOD107	Program: T.Y.B.Com	Division: Management
Academic Year: 2024-25	Semester: V	Total Lectures: 60
Course Objectives: To acquaint students with Retail Management Strategies. To enable the learners with Factors Influencing Retail Shopper and Changing Trends. To understand the Importance of Customer Service to build Loyal Customers. To acquaint students to Retail Growth Strategies and Retail Logistics Management.		
Expected Course Outcome: <ul style="list-style-type: none"> ● Explain and Strategize Retail Major Decisions pertaining to Marketing Mix. ● Describe the buying behaviour of retail consumers and examine the changing trends among them. ● Differentiate between standardization and customization of customer service. ● Discuss retail strategies and their implementation process. 		
Student Learning Outcome: <ul style="list-style-type: none"> ● Explain and Strategize Retail Major Decisions pertaining to Marketing Mix. ● Describe the buying behaviour of retail consumers and examine the changing trends among them. ● Differentiate between standardization and customization of customer service. ● Discuss retail strategies and their implementation process. 		

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
July 2024	10-07-2024	20-07-2024	06	Unit I: Major Retail Decisions Product Decisions-1. Types of Goods 2. Life Cycle of Goods 3. Quality.		Power point presentation/ black-board	Pradhan, Sawpna. Retail Management-Texts and Cases Mcgraw Hill Publishing. Pradhan, Sawpna. Retail Management-Texts and Cases Mcgraw Hill Publishing.
July - August 2024	22-07-2024	03-08-2024	08			Pricing Price v/s value - Meaning, factors affecting retail pricing Promotion decisions - Need, objectives and forms.	
Aug 2024	05-08-2024	17-08-2024	07	Unit II Understanding the Retail Consumer Identifying and responding to changing customer profiles Retail Shopper Meaning and factors influencing.		Power point presentation/ Black-board	Suja Nair, Retail Management, Himalaya Publishing House
Aug 2024	19-08-2024	31-08-2024	08	Customer decision-making process. Changing trends among the Indian consumers - Factors responsible.	Case Studies on Indian Consumer Behaviour	Power point presentation/ Blackboard	Suja Nair, Retail Management, Himalaya Publishing House

Sept 2024	1-09-2024	17-09-2024	06	<p>Unit III Servicing the Retail Consumer Customer Service - Standardisation v/s Customisation. Importance of service in retailing, Product enhancement through services -</p>		Power point presentation/ Blackboard	Pradhan, Sawpna.Retail Management- Texts and Cases Mcgraw Hill Publishing.
	19-09-2024	30-09-2024	07	<p>Managing customer expectations and handling complaints - Customer loyalty - Meaning. Customer Loyalty Programmes, Concept of Customer Relationship Management.</p>	Case Study on Consumer Complaints and Redressal	Power point presentation/ Blackboard	Pradhan, Sawpna.Retail Management- Texts and Cases Mcgraw Hill Publishing.
Sept 2024	05-10-2024	11-10-2024	07	<p>Unit IV: Retail Strategy and Implementation Growth strategies: Development, Diversification. Market penetration, Market expansion, Retail format. Implementing Retail Strategies process</p>	Innovative Retail Strategies-Case Study	Power point presentation/ Blackboard	Pradhan, Sawpna.Retail Management-Texts and Cases Mcgraw Hill Publishing.
	12-10-2024	22-10-2024	06	<p>Retail Logistics Management - Meaning,Scope. Concept of supply chain management - Retail logistics - Push v/s pull</p>			
Oct 2024							

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*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
Practical	—
Project	—
Semester End Exam	80