

V Semester Lecture Plan

Name of the College: Government College of Arts, Science & Commerce, Sanquelim, Goa.

Name of Faculty: Ms. Manda Parab **Subject:** Retail Management

Paper code: CBM302 **Program/Course:** T.Y B.Com. **Division:**

Academic year: 2026 - 2027 **Semester:** V **Total Lectures:** 60

Course Objectives: 1. To acquaint learners with the fundamental concepts of retailing.
2.To create learner awareness on the various formats through which retail business is carried out.
3.To provide learners with an understanding on the key elements in retailing.
4.To help learners understand the importance of store design and layout for effective and efficient store management.

Course Learning Outcome: After completion of this course, the learners will be able to: 1. Explain basic concepts of retail life cycle, retail formats, store design and layout and the role of retailers 2. Relate to the key elements in retailing and design strategies for retail stores. 3. Compare different types of retail store formats, store location, store design and layout as well as question the reasoning behind the choice. 4. Assess and compare different retail stores based on conceptual and experiential learning.

Month	Lectures From: To:		No. of lectures allotted	Topic, Subtopic to be covered	Learning outcome	ICT Tools	Reference books
June 2026	19/06/2026	20/06/2026	1	Syllabus discussion and Meaning of Retailing	Familiarize students with the syllabus of CBM 302 and Retailing	Use of green board	Syllabus copy as per Goa University.
	22/06/2026	27/06/2026	4	Unit 1: Introduction to Retailing: Concept of Retailing, Meaning and Features of Retailing.	Understand the Concept of Retailing, Meaning and Features of Retailing.	Use of green board	Retail Management by Bajaj, C.
July 2026	29/06/2026	04/07/2026	4	Factors responsible for	Understand the factors	Use of Green	Retail Management by Bajaj, C.

				growth of retail business. Functions/Role of a retailer and Retail Life Cycle- Meaning and stages.	responsible for growth of retail business. Functions/Role of a retailer and Meaning and stages of Retail Life Cycle	board	
	06/07/2026	11/07/2026	4	Retail scenario in global and Indian context. FDI in retail and Multi-channel retailing	Understand Retail scenario in global and Indian context, FDI in retail and Learn Multi- channel retailing	Use of Green board	Retail Management by Bajaj, C.
	13/07/2026	18/07/2026	4	Unit 2: Retail Formats Retail Formats- Concept. Types of Retail Stores on the basis of: (a) Form of Ownership- Independent retailer, Chain retailer, Franchising, Lease departments, Consumer co- operatives.	Understand Retail Formats- Concept. Types of Retail Stores on the basis of: (a) Form of Ownership- Independent retailer, Chain retailer, Franchising, Lease departments, Consumer co- operatives.	Use of laptop	Retail Management by Bajaj, C.
	20/07/2026	25/07/2026	4	(b) Merchandise Offered- Convenience stores, Supermarkets, Hypermarkets and Malls, Specialty stores, Department Stores, Off- Price Retailers, Factory Outlets, Catalogue Showrooms.	Understand formats as per: (b) Merchandise Offered- Convenience stores, Supermarkets, Hypermarkets and Malls, Specialty stores, Department Stores, Off-Price Retailers, Factory Outlets, Catalogue Showrooms.	Use of Green board	Retail Management by Bajaj, C.
August 2026	27/07/2026	01/08/2026	4	(c) Non-Store Retailing- Direct selling, Mail order, Telemarketing, Automated	Understand (c) Non-Store Retailing- Direct selling, Mail order, Telemarketing,	Use of Green board	Retail Management by Bajaj, C.

				vending. I ISA on 1st August 2026 Assignment on Unit 1 (Assignment)	Automated vending.		
	03/08/2026	08/08/2026	4	Unit 3: Key Elements in Retailing Product: Types of retail merchandise. Retail decisions on the basis of- 1. Life cycle of merchandise 2. Quality of merchandise and services. Pricing:	Understand Types of retail merchandise. Retail decisions on the basis of- 1. Life cycle of merchandise 2. Quality of merchandise and services. Pricing:	Use of Green board	Retail Management by Bajaj, C.
	10/08/2026	15/08/2026	3	Factors affecting retail pricing, Promotion: Need for promotion. Forms of promotion, Place.	Understand the factors affecting retail pricing Promotion: Need for promotion. Forms of promotion, Place.	Use of Green board	Retail Management by Bajaj, C.
	17/08/2026	22/08/2026	4	Importance of store location, Types of location – a) Free Standing (b) Part of Business District	Understand Importance of store location, Types of location – a) Free Standing (b) Part of Business District	Use of Green board	Retail Management by Bajaj, C.
	24/08/2026	29/08/2026	4	(c) Part of the shopping centre (d) Other Retail locations. II ISA on 29th August 2026 on Unit 2(Written Test)	Understand (c) Part of the shopping centre (d) Other Retail locations	Use of Green board	Retail Management by Bajaj, C

September 2026	31/08/2026	05/09/2026	4	Steps involved in choosing a retail location: 1. Market identification 2. Determining the market potential – Elements to be considered	Understand Steps involved in choosing a retail location: 1. Market identification 2. Determining the market potential – Elements to be considered	Use of laptop	Retail Management by Bajaj, C.
	07/09/2026	12/09/2026	4	3. Identification of alternate sites 4. Selection of site- Elements to be considered	Understand 3.. Identification of alternate sites 4. Selection of site- Elements to be considered	Use of Green board	Retail Management by Bajaj, C.
	14/09/2026	19/09/2026	-----	Ganesh Chaturthi Break from 14th to 19/09/2026	-----	-----	-----
	21/09/2026	26/09/2026	4	Unit 4: Store Design and Layout: Importance and Objectives of a Good Store Design. Exterior Store Design- Meaning and components	Understand Store Design and Layout: Importance and Objectives of a Good Store Design. Exterior Store Design- Meaning and components	Use of Green board	Retail Management by Bajaj, C.
October 2026	28/09/2026	03/10/2026	4	Interior Store Design- Meaning and components. Store layout- Meaning and types of layouts – (a) Grid Layout (b) Racetrack layout (c) Freeform layout. Layout Selection- Factors III ISA on 3rd October 2026 on Unit 3(Any other mode)	Understand Interior Store Design- Meaning and components. Store layout- Meaning and types of layouts – (a) Grid Layout (b) Racetrack layout (c) Freeform layout. Layout Selection- Factors	Use of Green board	Retail Management by Bajaj, C.

	05/10/2026	10/10/2026	4	Space Planning- Meaning and concept of Planogram. Visual Merchandising- Meaning and methods of display. Shoplifting- Meaning, measures for detection and prevention of shoplifting.	Understand Space Planning- Meaning and concept of Planogram. Visual Merchandising- Meaning and methods of display. Also learn Shoplifting- Meaning, measures for detection and prevention of shoplifting.	Use of Green board	Retail Management by Bajaj, C.
	12/10/2026	14/10/2026	2	Employee Theft- Meaning and measures to reduce employee theft and Revision	Learn Employee Theft- Meaning and measures to reduce employee theft and revise all 4 units of the syllabus.	Use of Green board	Retail Management by Bajaj, C.