

Saraswati Mahila Mahavidyalaya, Palwal

Lesson Plan :

Name of the Assistant/Associate Professor: Ms. Anjali Beela

Class and Section: B.Com. IInd

Name of subject: Basic of Retailing

Subject Lesson Plan : 18 weeks (from January 2018 to April 2018)

(Note: Prepare as per list of holidays declared by Haryana govt.)

WEEK 1

ASSIGNMENT:

WEEK 1, DAY 1, DATE : 01/01/2018 (MONDAY)

Chapter 1: Introduction :- Nature, Scope and Importance of Retailing
Retailing, features of Retailing, Principles of Retailing

WEEK 1, DAY 2, DATE : 02/01/2018 (TUESDAY)

Retailing vs Wholesaling and difference b/w Retailing
and Selling, Types of Retailing.

WEEK 1, DAY 3, DATE : 03/01/2018 (WEDNESDAY)

Nature of Retailing and Various Approaches

WEEK 1, DAY 4, DATE : 04/01/2018 (THURSDAY)

Nature of Retailing, Scope of Retailing

WEEK 1, DAY 5, DATE : 05/01/2018 (FRIDAY)

Holiday on account of Guru Govind Singh's Birthday

WEEK 1, DAY 6, DATE : 06/01/2018 (SATURDAY)

Importance of Retailing

WEEK 2

ASSIGNMENT:

WEEK 2, DAY 1, DATE : 08/01/2018 (MONDAY)

Text of chapter :- 1

WEEK 2, DAY 2, DATE : 09/01/2018 (TUESDAY)

Chapter 2:- Growth, Present Size and Future of Retailing in India
Introduction and History of Retailing in India

WEEK 2, DAY 3, DATE : 10/01/2018 (WEDNESDAY)

Process of Growth of Indian Retail Sector, Indian Retail Sector - Growth and Present Size

WEEK 2, DAY 4, DATE : 11/01/2018 (THURSDAY)

Reasons for Growth of Retail Sector in India
Future challenges for Indian Retail Sector

WEEK 2, DAY 5, DATE : 12/01/2018 (FRIDAY)

Future of Retailing in India

WEEK 2, DAY 6, DATE : 13/01/2018 (SATURDAY)

Oral Test of chapter :- 2

WEEK 3

ASSIGNMENT:

WEEK 3, DAY 1, DATE :15/01/2018(MONDAY)

Chapter 3:- Career Options in Retailing
Essential Qualifications and SKM Required for
a Career in Retailing.

WEEK 3, DAY 2, DATE :16/01/2018(TUESDAY)

Different Jobs Options in Retailing
Self Employment in Retailing

WEEK 3, DAY 3, DATE :17/01/2018(WEDNESDAY)

Major Job Providers in the Retail Sector

WEEK 3, DAY 4, DATE :18/01/2018(THURSDAY)

Test of chapter :- 3

WEEK 3, DAY 5, DATE :19/01/2018(FRIDAY)

Chapter 4:- Technology Induction in Retailing
Major job Providers in the Retail Sector

WEEK 3, DAY 6, DATE :20/01/2018(SATURDAY)

Information Technology, Need for IT induction
in Retailing

WEEK 4

ASSIGNMENT:

WEEK 4, DAY 1, DATE :22/01/2018(MONDAY)

Holiday on account of Basant Panchmi.

WEEK 4, DAY 2, DATE :23/01/2018(TUESDAY)

Importance of IT Induction in Retailing , Tools and Techniques of IT

WEEK 4, DAY 3, DATE :24/01/2018(WEDNESDAY)

Holiday on account of Sir Chotu Ram Jayanti.

WEEK 4, DAY 4, DATE :25/01/2018(THURSDAY)

Advantages of Technology Induction in Retailing
Limitations of Technology Induction in Retailing

WEEK 4, DAY 5, DATE :26/01/2018(FRIDAY)

Holiday on account of Republic Day.

WEEK 4, DAY 6, DATE :27/01/2018(SATURDAY)

Oral Test Chapter:-4

WEEK 5

ASSIGNMENT:

WEEK 5, DAY 1, DATE :29/01/2018(MONDAY)

Chapter 5:-Types of Retailing
Classification on the Basis of Target Market.
Classification on the Basis of Product

WEEK 5, DAY 2, DATE :30/01/2018(TUESDAY)

Classification on the Basis of Pricing
Classification on the Basis of Sale Promotion Mix

WEEK 5, DAY 3, DATE :31/01/2018(WEDNESDAY)

Holiday on account of Guru Ravi Dass Jayanti

WEEK 5, DAY 4, DATE :01/02/2018(THURSDAY)

Chapter 6: Retailing Stores :- Classified by Owners and Merchandising Categories

Stores Classified by Owners

WEEK 5, DAY 5, DATE : 02/02/2018 (FRIDAY)

Stores classified by Merchandising Categories

WEEK 5, DAY 6, DATE : 03/02/2018 (SATURDAY)

Test of chapters 5 & 6

WEEK 6

ASSIGNMENT:

WEEK 6, DAY 1, DATE : 05/02/2018 (MONDAY)

Chapter 7: Retailing formats - Traditional Vs Modern Retail formats, Store Vs Non-store based formats
Retailing formats, Traditional Retail formats, Importance of Traditional Retail formats.

WEEK 6, DAY 2, DATE : 06/02/2018 (TUESDAY)

Importance of Traditional Retail formats

WEEK 6, DAY 3, DATE : 07/02/2018 (WEDNESDAY)

Modern Retail formats, Importance of Modern Retail formats

WEEK 6, DAY 4, DATE : 08/02/2018 (THURSDAY)

Traditional Vs Modern Retail formats in India

WEEK 6, DAY 5, DATE : 09/02/2018 (FRIDAY)

Store Based formats

WEEK 6, DAY 6, DATE : 10/02/2018 (SATURDAY)

Holiday on account of Maharshi Dayanand Saraswati Jayanti.

WEEK 7

ASSIGNMENT:

WEEK 7, DAY 1, DATE : 12/02/2018 (MONDAY)

Non-Store Based formats

WEEK 7, DAY 2, DATE : 13/02/2018 (TUESDAY)

Holiday on account of Maha Shivaratri.

WEEK 7, DAY 3, DATE : 14/02/2018 (WEDNESDAY)

Store vs Non-Store Based formats

WEEK 7, DAY 4, DATE : 15/02/2018 (THURSDAY)

Oral Test chapter :- 7

WEEK 7, DAY 5, DATE : 16/02/2018 (FRIDAY)

Chapter 8: Cash and Carry Business - Nature and Scope
Introduction, Nature or characteristics of
Cash and Carry Business

WEEK 7, DAY 6, DATE : 17/02/2018 (SATURDAY)

Difference Between Cash and Carry and other Modern Retail formats

WEEK 8

ASSIGNMENT:

WEEK 8, DAY 1, DATE : 19/02/2018 (MONDAY)

Advantages of Cash and Carry Business

WEEK 8, DAY 2, DATE : 20/02/2018 (TUESDAY)

Scope of Cash and Carry Business

WEEK 8, DAY 3, DATE : 21/02/2018 (WEDNESDAY)

Test of chapter :- 8

WEEK 8, DAY 4, DATE : 22/02/2018 (THURSDAY)

Chapter 9: Retailing Models - Franchiser Franchisee, Directly Owned
Retaining Models :- Franchiser - Franchisee Model

WEEK 8, DAY 5, DATE : 23/02/2018 (FRIDAY)

Features of the Model, Nature of Franchising Agreements

WEEK 8, DAY 6, DATE : 24/02/2018 (SATURDAY)

Classification of Franchising

WEEK 9

ASSIGNMENT:

WEEK 9, DAY 1, DATE :26/02/2018(MONDAY)

Advantages of Franchising and Limitations
of Franchising

WEEK 9, DAY 2, DATE :27/02/2018(TUESDAY)

Franchising Model in India

WEEK 9, DAY 3, DATE :28/02/2018(WEDNESDAY)

VACATION -II

WEEK 9, DAY 4, DATE :01/03/2018(THURSDAY)

VACATION -II

WEEK 9, DAY 5, DATE :02/03/2018(FRIDAY)

VACATION -II

WEEK 9, DAY 6, DATE :03/03/2018(SATURDAY)

VACATION -II

WEEK 10

ASSIGNMENT:

WEEK 10, DAY 1, DATE :05/03/2018(MONDAY)

Reasons for Growth of Franchising Model in India

WEEK 10, DAY 2, DATE :06/03/2018(TUESDAY)

Directly Owned Model, features of the Model

WEEK 10, DAY 3, DATE :07/03/2018(WEDNESDAY)

Methods of Retailing in Directly owned Model

WEEK 10, DAY 4, DATE :08/03/2018(THURSDAY)

Advantages and Limitations of the Model

WEEK 10, DAY 5, DATE :09/03/2018(FRIDAY)

Oral Test chapter 1-9

WEEK 10, DAY 6, DATE :10/03/2018(SATURDAY)

Chapter 10:- Retailing Concepts - Wheel of Retailing:- Retailing Life Cycle:- Conflict and Co-operation with other Retailers
wheel of Retailing:- Definition and features

WEEK 11

ASSIGNMENT:

WEEK 11, DAY 1, DATE :12/03/2018(MONDAY)

Stages of the Wheel of Retailing, Retailing Life Cycle:- Definition and features

WEEK 11, DAY 2, DATE :13/03/2018(TUESDAY)

Stages of Retailing Life Cycle.

WEEK 11, DAY 3, DATE :14/03/2018(WEDNESDAY)

Similarities and Differences b/w the Theories of wheel of Retailing and Retailing Life cycle

WEEK 11, DAY 4, DATE :15/03/2018(THURSDAY)

Criticism of Concepts and Conflict with other Retailers

WEEK 11, DAY 5, DATE :16/03/2018(FRIDAY)

Sources of Conflict, features of Conflicts

WEEK 11, DAY 6, DATE :17/03/2018(SATURDAY)

Types of Conflicts, Reasons behind Conflicts

WEEK 12

ASSIGNMENT:

WEEK 12, DAY 1, DATE :19/03/2018(MONDAY)

Resolving Retail channel Conflicts

WEEK 12, DAY 2, DATE :20/03/2018(TUESDAY)

Cooperation with other Retailers, features, Classification of Cooperation Agreements and Benefits of Cooperation

WEEK 12, DAY 3, DATE :21/03/2018(WEDNESDAY)

Written Test chapter:- 10

WEEK 12, DAY 4, DATE :22/03/2018(THURSDAY)

Chapter 11: Management of Retailing Operations
Meaning of Retailing Operation

WEEK 12, DAY 5, DATE :23/03/2018(FRIDAY)

Holiday on account of Shahidi diwas.

WEEK 12, DAY 6, DATE :24/03/2018(SATURDAY)

Management of Retailing Operations

WEEK 13

ASSIGNMENT:

WEEK 13, DAY 1, DATE :26/03/2018(MONDAY)

Oral Test chapter :- 11

WEEK 13, DAY 2, DATE :27/03/2018(TUESDAY)

Chapter 12: Retailing Management: functions, Strategic Retail Management
Process, Retailing Management and The total Performance Model
Meaning of Retail Management, features of Retail
Management

WEEK 13, DAY 3, DATE :28/03/2018(WEDNESDAY)

Functions of Retail Management, Strategic Retail Management Process

WEEK 13, DAY 4, DATE : 29/03/2018 (THURSDAY)

Holiday on account of Mahavir Jayanti.

WEEK 13, DAY 5, DATE : 30/03/2018 (FRIDAY)

Retailing Management and the total Performance Model

WEEK 13, DAY 6, DATE : 31/03/2018 (SATURDAY)

Written test chapter:- 12

WEEK 14

ASSIGNMENT:

WEEK 14, DAY 1, DATE : 02/04/2018 (MONDAY)

Chapter 13:- Retail Planning: Importance, Process and Retail Action Plans
Meaning of Retail Management, characteristics of Retail Management

WEEK 14, DAY 2, DATE : 03/04/2018 (TUESDAY)

Retail Planning, Key Elements of a good Retail Planning

WEEK 14, DAY 3, DATE : 04/04/2018 (WEDNESDAY)

Types of Retail Planning, Importance of Retail Planning, objective of Retail Planning

WEEK 14, DAY 4, DATE :05/04/2018 (THURSDAY)

Retail Planning Process, Retail Action Plans

WEEK 14, DAY 5, DATE :06/04/2018 (FRIDAY)

Oral test chapter:- 13

WEEK 14, DAY 6, DATE :07/04/2018 (SATURDAY)

Chapter: 14 Developing Retailing Strategies:-
Objective, Pricing Strategies and Location
Strategies:- Meaning and Definition

WEEK 15

ASSIGNMENT:

WEEK 15, DAY 1, DATE :09/04/2018 (MONDAY)

Retailing Strategy, Types of Retailing Strategy

WEEK 15, DAY 2, DATE :10/04/2018 (TUESDAY)

Developing Retailing Strategy - Some Steps

WEEK 15, DAY 3, DATE :11/04/2018(WEDNESDAY)

Retailing Pricing Strategy, Objective of Pricing Strategy

WEEK 15, DAY 4, DATE :12/04/2018(THURSDAY)

Factors Influencing Retailing Pricing Strategy

WEEK 15, DAY 5, DATE :13/04/2018(FRIDAY)

Developing Retailing Pricing Strategy

WEEK 15, DAY 6, DATE :14/04/2018(SATURDAY)

Holiday on account of Vaisakhi & Dr B.R. Ambedkar's Jayanti.

WEEK 16

ASSIGNMENT:

WEEK 16, DAY 1, DATE :16/04/2018(MONDAY)

Retailing Location Strategy

WEEK 16, DAY 2, DATE :17/04/2018(TUESDAY)

'Test of chapter:- 14

WEEK 16, DAY 3, DATE :18/04/2018(WEDNESDAY)

Holiday on account of Maharshi Pasuram Jayanti

WEEK 16, DAY 4, DATE : 19/04/2018 (THURSDAY)

Revision of Unit :- 1

WEEK 16, DAY 5, DATE : 20/04/2018 (FRIDAY)

Revision of Unit :- 1 (Continue)

WEEK 16, DAY 6, DATE : 21/04/2018 (SATURDAY)

Revision of Unit :- 2

WEEK 17

ASSIGNMENT:

WEEK 17, DAY 1, DATE : 23/04/2018 (MONDAY)

Revision of Unit :- 2 (Continue)

WEEK 17, DAY 2, DATE : 24/04/2018 (TUESDAY)

Revision of Unit :- 2 (Continue)

WEEK 17, DAY 3, DATE : 25/04/2018 (WEDNESDAY)

Revision of Unit :- 3

WEEK 17, DAY 4, DATE :26/04/2018(THURSDAY)

Revision of Unit:- 3

WEEK 17, DAY 5, DATE :27/04/2018(FRIDAY)

Revision of Unit:- 3 (Continue)

WEEK 17, DAY 6, DATE :28/04/2018(SATURDAY)

Revision of Unit:- 4

WEEK 18

ASSIGNMENT:

WEEK 18, DAY 1, DATE :30/04/2018(MONDAY)

Revision of Unit:- 4 (Continue)