

# SARASWATI MAHILA MAHAVIDYALAYA, PALWAL

## LESSON PLAN

Class : B Com. II

Semester : 3rd Semester

Paper : Basics of Retailing

Session : 2020 - 2021

Lectures	Topic
I	Chapter I Introduction - Nature & scope Retailing - meaning & Definitions characteristics of Retailing Principles of Retailing
2.	Difference between Retailing and wholesaling Difference between Retailing and selling
3.	Types of Retailers
4.	Nature of Retailing and Various Approaches
5.	Scope of Retailing
6.	Importance of Retailing
7.	Test of Chapter - I
8.	<u>Chapter - 2</u> → Introduction and History of Retailing in India.
9.	Process of Growth of Indian Retail Sector
10.	Indian Retail Sector - Growth and Present Size.

Lectures	Topic
58	Objectives of Retail Planning
59.	Retail Planning Process
60.	Retail Action Plans
61.	Oral Test chapter - 13.
62.	<u>Chapter - 14. Developing Retailing</u>
	<u>Strategies.</u>
	Meaning and definition of Strategy
	Meaning and definition of Retailing
	Strategy
63.	Types of Retailing strategy
64.	Developing of Retailing
	Strategy.
65.	Revision Schedule

Lectures	Topic
22	<u>Unit - II</u> <u>Chapter - 5</u> Types of Retailing
	Classification on the Basis of Target Market and Product
23	Classification on the Basis of Pricing and Sale Promotion mix
24	Classification on the Basis of Distribution method and service level
25	Classification on the basis of Ownership Structure.
26	<u>Chapter - 6</u> <u>Retailing stores</u> Classified by Owners and Merchandising categories
	Stores classified by owners
27	Stores classified by Owners
28	Stores classified by merchandising categories
29	Stores " " " "
30	Test of chapter 5 & 6
31	<u>Chapter - 7</u> <u>Retailing formats</u> Traditional Retail formats
	Importance of Traditional Retail formats
32	Importance of Traditional Retail formats
33	Modern Retail formats
	Importance of Modern Retail formats

Lectures	Topic
46.	Cooperation with other Retailers ,
	Features , classification of co-operation
	agreements and Benefits of
	Co-operation
47	Written Test chapter - 10
48.	<u>Chapter - 11</u> <u>mgt of Retailing operations</u>
	Meaning of Retailing operations
49.	management of Retailing operations
50	" " " "
51	<u>Chapter - 12</u> <u>Retail Management</u>
	Meaning and features of Retail
	Management
52	Functions of Retail Management
	Strategic Retail Management Process
53.	Retailing Management and The
	Total performance Model
54.	Written Test chapter - 12
55.	<u>Chapter - 13.</u> <u>Retail Planning</u>
	Meaning and characteristics of
	Retail Management Planning
56	Retail Planning, Key elements of
	a good Retail Planning
57.	Types of Retail Planning
	Importance of Retail Planning

Lectures	Topic
34	Traditional vs. Modern Retail Formats in India.
35	Store Based formats
36	Non-store Based formats
37	Store vs. Non-store Based formats
38	Oral Test chapter - 7.
39	<u>Chapter - 8</u> Cash and Carry Business Introduction Nature or Characteristics of Cash and Carry Business
40	Difference between Cash and Carry and other Modern Retail Formats
41	Advantages of Cash and Carry Business
42	Scope of Cash and Carry Business
43	<u>Chapter - 9.</u> Retailing Models meaning of Retailing Model Meaning of Franchiser franchisee Model
44	Features of the Model Nature of Franchising Agreements
45	Classification under Franchising Model
46	Advantages and Limitations of Franchising
47	Franchising Model in India

Lectures	Topic
34	Reasons for Growth of Franchising Model in India
35	Directly owned Model, features of the model
36	Methods of Retailing in Directly owned Model
37	Advantages and Limitations of the model.
38	<u>Chapter - 10 Retailing Concepts</u> <u>Wheel of Retailing: definition and features</u>
39	Stages of the wheel of Retailing, Retailing Life Cycle - Definition and features
40	Stages of Retailing Life Cycle
41	Similarities and Differences between the Theories of wheel of Retailing and Retailing Life Cycle
42	Criticism of concepts and conflict with other Retailers
43	Sources of Conflict, features of Conflict
44	Types of conflicts, Reasons behind conflicts.
45	Resolving Retail channel Conflicts.

Lectures	Topic
11	Reasons for growth of Retail sector in India Future challenges for Indian Retail sector
12	Future of Retailing in India
13	Oral Test of chapter - 2.
14	<u>Chapter - 3</u> [career options in Retailing] Essential qualifications and skill required for a career in Retailing
15	Different Jobs options in Retailing Self Employment in Retailing
16	Major job Providers in Retail Sector
17	Test of chapter - 3
18	<u>Chapter - 4</u> [Technology Induction in Meaning of IT Retailing] Need for IT Induction in Retailing.
19	Importance of IT Induction in Retailing, Tools and Techniques of IT.
20	Advantages of Technology Induction in Retailing
21	Limitations of IT Induction in Retailing.
21	Oral Test of chapter - 4.