

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
I Semester
PAPER-I
MARKETING MANAGEMENT

Max. Marks: 100

Course Outcome:

On successful completion of the course students can:

CO1: Learn the functions of management.

CO2: Understand the dynamics of marketing in business.

CO3: Analyze the market based on segmentation and Make decision on Product Mix

CO4: Understand the importance of pricing and promotion function in the entire chain of marketing.

CO5: Analyze the factors influencing the choice of channels

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
II Semester
PAPER-II
RETAIL MANAGEMENT

Max. Marks : 100

Course Outcome:

On successful completion of the course students can:

CO1: Understand the concepts of effective retailing.

CO2: Analyze the evolution of retail industry.

CO3: Understand the traditional base for retailing in India and know the status of retailing in India.

CO4: Possess the knowledge of various key sectors of Indian retail.

CO5: Aware about the global retailing concept.

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
III Semester
PAPER-III
RETAIL STRATEGIES AND MERCHANDISING

Course Outcome:

On successful completion of this course the students are able to:

CO1: Understand the concept of Retail Consumer

CO2: Identify and use of business models and strategies in retail

CO3: Learn in details about Store Location

CO4: Understand the concept of Retail Merchandising

CO5: To acquire knowledge about Concept of Merchandising plan and retail pricing

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
IV Semester
PAPER IV
MANAGEMENT OF RETAIL

Course Outcome:

On successful completion of this course the students are able:

CO1: Understand the concept HRM in retailing

CO2: To learn about the Concept of store operations

CO3: Understand the legal and ethical aspects

CO4: To acquire knowledge about store design

CO5: To learn the Concept of Retail Infrastructure and SCM

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
V Semester
PAPER V
CUSTOMER RELATIONSHIP MANAGEMENT

Max.Marks:100

Course Outcomes:

On successful completion of this course the students are able to:

- CO1:** Familiarize the students to understand the concept of CRM & how it applies to the retail sector
- CO2:** Familiarize the students about CRM Strategies in retailing.
- CO3:** Understand in depth the Concept of CRM.
- CO4:** Learn in depth about the value-based Consumer retention Strategies.
- CO5:** Understand the ethical & legal issues in CRM.

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
VI Semester
PAPER VI
RETAIL MARKETING TRENDS

Max. Marks : 100

Course Outcomes:

On successful completion of this course the students are able to:

- CO 1:** Understand the cases relating to retail marketing.
- CO 2:** Learn about recent trends, issues and challenges in retail marketing.
- CO 3:** Gain the knowledge about investment in retail regarding FDI.
- CO 4:** Understand the knowledge about the role of personal selling process.
- CO 5:** Learn about the role of technology in retail.