

Lesson Plan of Retail Management (BC-606(i))

Name of the Teacher: Manisha Arora

Class: B.com III

Session: Jan-June 2024

Internal Marks: 20

Subject: Retail Management

Semester: VI

External Marks: 80

Course Objectives

- To introduce the students with the basic concepts of retail management.
- To understand the latest developments in retail industry.

Course Outcome

At the end of the course, students will be able to:

- Explain the concept and characteristics of retailing.
- Explain the theories of retailing.
- Analyze the various factors that help in planning store location.
- Describe various security issues in Retailing.
- Understand the application of IT in retailing.

Lesson Plan from 01.01.2024 to 30.04.2024

Month	Tentative Dates	Topic
January	01.01.24 to 06.01.24	Retailing: Concept, characteristics and importance
	08.01.24 to 13.01.24	Theories of Retailing
	16.01.24 to 24.01.24	Retail Location
	25.01.24 to 31.01.24	Revision and Test
February	01.02.24 to 10.02.24	Organizational Structure in Retailing
	12.02.24 to 17.02.24	Store based and non-store based Retailing
	19.02.24 to 29.02.24	Process of setting up retail organization
March	01.03.24 to 09.03.24	Revision and Test
	11.03.24 to 16.03.24	Store Management
	18.03.24 to 22.03.24	Store Layout
	23.03.24 to 31.03.24	HOLI BREAK
April	01.04.24 to 06.04.24	Security Issues
	08.04.24 to 13.04.24	Applications of IT in retailing
	15.04.24 to 20.04.24	Trends in Retailing and FDI
	22.04.24 to 30.04.24	Revision and Test

Teacher's Signature

Head/Coordinator Signature