ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

III SEMESTER   Time:2Hrs/Week

Code RT 3001   **SKLILL DEVELOPMENT COURSE**

Wef 20-21 admitted batch-"20AH"   **RETAILING**   Marks:50

Learning Objectives:
1. To understand the concept of retailing
2. To acquire knowledge various forms and types of various types of retail outlets.
3. To learn the opportunities and challenges in retailing.
4. To understand Customer Loyalty, Business Promotion which leads to the growth of retailing.

Learning Outcomes:

After successful completion of this course, the students are able to;

1. Know the retailing business, its growth in India and social impact

2. Understand the and organization and supply in retailing

3. Comprehend the opportunities and challenges in retailing

4. Learn the functions that support outlet operations, sales and services

5. Create a shopping experience model that builds customer loyalty and business promotion

SYLLABUS

UNIT I: Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

UNIT-II: Store location – factors influencing selection of location - Types of retail outlets - storesdesign & operations- Merchandise planning - Administrative mechanism

UNIT-III: Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales promotion.

Recommended Co-curricular Activities: **(04 hrs)**:

1. Collection of information on local retailing

2. Invited lecture/skills training by a local expert

3. Visit near-by stores /Godowns/warehouses and prepare study projects

4. Field training during leisure hours

5. Assignments, Group discussion, Sharing of experience etc.

REFERENCE BOOKS:
1. 1.Swapna pradhan.R.M - Retail Management - Tata Mg Graw Hill
2. Berman, Barry & Evans - Retailing Management- A strategic Approach - PearsonPublications
3. Lamba.A.J. - The Art of Retailing - Tata Mg Graw Hill Publications
4. Websites on Retailing.
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