

UNIVERSITY OF MYSORE
Estd. 1916



Vishwavidyalaya Karyasoudha
Crawford Hall, Mysuru- 570 005

No.AC6/153/2020-21

Dated: 21-09-2021

Notification

Sub:- Reviewing the Syllabus pertaining to MOOC'S (UG) -reg.

Ref:- 1. BOS in Meeting held on 29-01-2021

2. Decision of the Faculty meeting held on 10-02-2021.

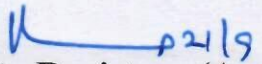
3. Decision of the AC meeting held on 07-04-2021.

The Board of studies in Commerce(UG) which met on 29-01-2021 has recommended to reviewing the syllabus pertaining to MOOC'S UG(EMMRC) Swayam Programme and relating to retail Management for the year 2021-22 .

The Faculty of Commerce and Academic Council at their meetings held on 10-02-2021 and 07-04-2021 respectively have also approved the above said proposal and it is hereby notified.

The revised syllabus is annexed herewith and the contents may be downloaded from the University Website i.e., www.uni-mysore.ac.in

Draft approved by the Registrar


Deputy Registrar (Academic)
Deputy Registrar (Academic)
University of Mysore
Mysore-570 005

To:-

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Chairman, BOS/DOS, in Commerce, Manasagangothri, Mysore.
3. The Dean, Faculty of Commerce, DOS in Commerce, Manasagangothri, Mysuru.
4. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
5. The Director, PMEB, Manasagangothri, Mysore.
6. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
8. Office Copy.

Detailed Course Structure
Course Title: Retail Management
(Level & Subject) Syllabus (based on Choice Based Credit System)

Week	Day	Items	Title of Video and Reading text/Lecture/ppt	Remark
First Week	Day 1	Introduction to Retail Business	Definition Functions of Retailing and Types of Retailing. Retail Business in India: s –	MS word PDF.
	Day 2		Forms of Retail Business Ownership and Retail Theories.	
	Day 3		Wheel of Retailing, Retail Life Cycle and Influencing Factors	
	Day 4		Present Indian Retail Scenario and International Perspective in Retail Business.	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Second Week	Day 1	Consumer Behaviour in Retail Business	Buying Decision Process and its Implications on Retailing.;	MS word PDF.
	Day 2		Factors, Customer Shopping Behaviour, Customer Service and Customer Satisfaction	
	Day 3		Retail Planning Process	
	Day 4		Factors in preparing a Business Plan	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Third Week	Day 1	Retail Location	Selection, Importance and Types of Retail locations	MS word PDF.
	Day2		Factors for deciding the retail locations	
	Day 3		Steps involved in choosing a retail location,	
	Day 4		Measurement of success of location	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Fourth Week	Day1	Retail Marketing Mix	Delivery of Service	MS word PDF.
	Day 2		Pricing	
	Day 3		Supply Channel and Retail Logistics	
	Day 4		Promotion	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Fifth Week	Day 1	Retail Market Segmentation and Strategies	Market Segmentation	MS word PDF.
	Day 2		Definition of Retail strategy and Strategy for effective market segmentation	
	Day 3		Strategies for penetration of new markets	
	Day 4		Growth strategies and Retail value chain.	
	Day 5	Quizzes Assignments Paragraph and essay questions		

Sixth Week	Day 1	Merchandise Management	Meaning and Factors influencing of Merchandising	MS word/ PDF.
	Day 2		Functions of Merchandising Manager	
	Day 3		Merchandise planning and buying,	
	Day 4		Analyzing Merchandise performance.	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Seventh Week	Day 1	Retail Operations and Retail Pricing	Store administration, Store Management, receipt Management, Customer service,	MS word/ PDF.
	Day2		Inventory Management,	
	Day 3		Factors influencing retail prices and Pricing strategies	
	Day 4		Controlling costs.	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Eighth Week	Day1	Human Resource Management in Retailing	Manpower Planning	MS word/ PDF.
	Day 2		Recruitment	
	Day 3		Training	
	Day 4		Compensation and Performance Appraisal Methods	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Ninth Week	Day 1	Information Technology in Retailing	Non-Store Retailing	MS word/ PDF.
	Day 2		Impact of Information Technology in Retailing	
	Day 3		Electronic Article Surveillance	
	Day 4		Customer Database Management System;	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Tenth Week	Day1	Other aspects of Retailing	Legal aspects in Retailing	MS word/ PDF.
	Day 2		Social Issues in Retailing	
	Day 3		Ethical Issues in Retailing.	
	Day 4		Emergence of Global Retailing	
	Day 5	Quizzes Assignments Paragraph and essay questions		
Eleventh Week	Day 1	Exam preparation and assessment of assignments		
	Day 2			
	Day 3			
	Day 4			
	Day 5			
Twelfth Week	Day 1	Assessment at the end of the course, which comprises of 30% of Online or In-term assessment and 70% Proctored end term exam.		Exam
	Day 2			
	Day 3			
	Day 4			
	Day 5			