ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Government of Andhra Pradesh)

3rd, 4th and 5thfloors, Neeladri Towers, Sri Ram Nagar, 6th Battalion Road,
Atmakur (V), Mangalagiri(M), Guntur-522 503, Andhra Pradesh
Web: www.apsche.org **Email**: secretaryapsche@gmail.com

SYLLABUS OF

RETAILING

AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P STATE COUNCIL OF HIGHER EDUCATION

B.A, B.Com & B.Sc Programmes
Revised CBCS w.e.f 2020 -21

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

RETAILING
Total 30hrs (02hrs/wk) 02 credits & Maximum 50 Marks

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: 06hrs
Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

Unit II: 10 hrs
Store location – factors influencing selection of location - Types of retail outlets - stores design & operations- Merchandise planning - Administrative mechanism

Unit III: 10hrs
Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales promotion.

Recommended Co-curricularActivities (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 - Pearson Publications
3. Lamba.A.J. - The Art of Retailing - Tata Mg Graw Hill Publications
4. Websites on Retailing.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50   Time: 1 1/2 hrs (90 Minutes)

SECTION A   (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

1.	
2.	
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8.	

SECTION B   (Total: 3x10 = 30 Marks)
(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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