

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B. COM. Semester: IV

Syllabus with effect from the Academic Year: 2022-2023

B. COM. SEMESTER-IV		
Paper Code	Title of the Paper	Total Credit
UB04SCOM77	Distribution and Retailing	3
Course Objectives	The Objective of this course is to understand the concepts of Retailing, Strategy and Planning, Retail Management and Motivation, Physical Distribution Management and Marketing Channels.	

Course Description		
Unit	Description	Weightage
1.	An Introduction to Retailing: Meaning of Retailing, Characteristics of retailer, the Types of retailers, Role of retailer, Advantages and Disadvantages of retailers, Key elements of retailing, Retail modes, Retail as a career, Retail life cycle, Retail in India, Non-store retailing, Retail store location, Factors affecting store location.	25%
2.	Strategy and Planning: What is Consumer Behaviour, the Need for studying consumer behaviour, Factors influencing the retail shopper, the Customer decision making process, Meaning of retail strategy, Concept of the business model, the Retail perspective strategy (Store location, Merchandising, Pricing, Marketing).	25%
3.	Retail Management and Motivation: An overview of Human Resource Management in Retailing: Recruitment, Selection, Training, Motivation, Performance Appraisal, Creating organization structure, Interior store design. Motivation: Meaning, Need for motivation, Types of motivation, Techniques and methods of motivation.	25%
4.	Physical Distribution Management and Marketing Channels: Marketing channels: Meaning, Functions, Importance, Types of marketing channels, Factors affecting channels selection, Channel conflicts. Physical distribution management: Definition, Characteristics of Physical distribution, Objectives/Importance of Physical distribution, Components of Physical distribution.	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

*Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<ul style="list-style-type: none"> • Understand the basics of Retailing • Get familiarity with the concept of Strategy and Planning as to Retailing • Learn about Retail Management and Motivation • Get an idea about Physical Distribution Management and Marketing Channels

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No.	References
1.	Modern Marketing – Principles and Practices, S. Chand and Co., 4 th revised edition.
2.	Basics of Marketing Management: Theory and Practice, Dr. R. B. Rudani, S. Chand and Co.
3.	Retail Management, Swapna Pradhan.
4.	Marketing Principles and Practices, Himalaya Publishing House.
On-Line Resources available that can be used as Reference Material	
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