

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Programme: B.COM Semester: VI
Syllabus with effect from the Academic Year:

B.COM. SEMESTER-VI		
Paper Code UB06DCOM81	Title of the Paper Business Management – XI (Retail Marketing – I)	Total Credit 3

Course Objectives	To make student aware about concepts of Retailing Marketing
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Course Description		
Unit	Description	Weightage
1.	Introduction Introduction, Definition, Characteristics of retailing, functions & activities, categorizing retailers, International Retailing	25%
2.	Classification of Retailing Introduction, Classification of Retail units, Variety of Merchandise Mix, Method of Customer Interaction, Traditional & Modern Retail Format, Retailing in Rural India.	25%
3.	Retail Location Strategy Introduction, Importance, Factors determining location, types of retail location, Types of Consumer Goods and Location Decision, site selection analysis.	25%
4.	Market Segmentation in retail Introduction, Definition, Benefits of market segmentation, bases of market segmentation, market targeting – choosing the segment to focus, customer profile.	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
After completion of the course, student will be able to: <ul style="list-style-type: none"> • Get idea about basics of Retail Marketing • Get familiarity with Retail Location Strategy and Market Segmentation in retail

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)
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Sr. No	References
1.	Retail Management by Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, oxford university press
2.	Retail management by Sudarshan Seshanna and Raghu Prasad, McGraw Hill Education
3.	Retail management by Swapna Pradhan, McGraw Hill Education
4.	Managing retailing by Piyush Kumar Sinha & Dwarka Prasad Uniyar
5.	Retailing Management by Barry Berman & Joel Evans
6.	Retail management by Dr. Harit Singh
7.	Retail Management by S A Chunawalla
On-Line Resources available that can be used as Reference Material	