

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: I
Title of the Paper - I Basics of Retail Management

Course Code - UR01BVSC01

Objective: To understand the basics of retailing, evolution of retailing, retailing strategy and global retail markets

Unit	Title and Descriptions	Credit:4
1	Introduction to Retail:- Retailing- Meaning, Nature, Classification, Scope and Importance Factors influencing Retailing, Functions under Retailing, Retailing as a career Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing structure of retail, Classification of Retail Units, Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.	50%
2	Merchandising Mix , Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail. Emergence of Organized Retailing, Traditional and Modern Retail Formats in India, Retailing in Rural India, Environment and Legislation for Retailing, FDI in Retailing	50%

Practical: Discussion of Case Study on Retail Industry Compulsory Training: On-the-Job Training where student will take assistance with Retail Store as Sales Assistance.

Reference Books:

- Swapana Pradhan- Retailing Management
- Dravid Gilbert- Retail Marketing
- George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
- J. Lamba- The Art of Retailing
- Barry Berman, Joel R Evans- Retail Management- A Strategic Approach

