



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



Bachelor of Vocation
RETAIL MANAGEMENT
B Voc Semester – I

Course Code	UBV01MICR01	Title of the Course	Retail Management- I (Basic of Retailing)
Total Credit of Course	04	Hours Per Week	04

Course Objectives	
	<ul style="list-style-type: none">To develop a foundational understanding of the retail sector with special emphasis on the Indian retail environment, including its structure, functions, and key players.To explore the various retail formats and their evolution, enabling students to analyze the dynamic nature of retailing in both traditional and modern business contexts.To examine the scope and significance of retail management in the contemporary economy, preparing students to apply retail strategies in real-world business scenarios.

Unit	Description	Weightage
1.	Concept of retailing Retail Industry in India Types of Retailing Basis of store, Store & Non store retailing Functions and Activities of retailing Characteristics of Retailing Essential requirements of retailers Structure and Nature of Retailing Organized and unorganized retailing Indian and Global retailer	20%
2.	Retail Organization Introduction Changing structure of retailing Classification of retail units Variety of merchandise Mix Method of customer interaction Retail Location Strategies Role of Technology in Retail Operations	20%
3.	Retail in India Traditional retail formats Modern retail format in India Size & Structure of Indian Retail Industry Retailing in Rural India Challenges in Retail Business in India FDI in Indian Retail Sector	20%

	Impact of E-commerce on Indian Retail	
4.	Retail Customer Understanding customer behavior Factor affecting customer decision making Consumer decision rules Stages of consumer decision-making Influence of situation variable on shopping Consumer's image of retail stores Customer loyalty Customer relationship management in retailing Retail customer service	20%
5.	Retail Strategy and Trends Concept and Importance of Retail Strategy Strategic Planning in Retailing Retail Branding and Positioning Recent Trends in Indian and Global Retailing Emerging Technologies in Retail (AI, Big Data, AR/VR) Green and Sustainable Retailing	20%

Teaching – Learning Methodology	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning Use of e-resources, including films
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Internal and / or External Examination Evaluation

Evaluation and Exam Pattern			
Sr. No.	Details of Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1.	Class Test	15	10
2.	Quiz	15	5
3.	Active Learning	5	-
4.	Home Assignment	5	5
5.	Class Assignment	5	-
6.	Attendance	5	5
Total Internal (%)		50 (100%)	25 (100%)
Total External (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learners will be able to	
1.	Understand the concept, functions, and structure of retailing and its importance in the Indian economy.
2.	Identify and evaluate different types of retail organizations, their structure, and strategic operations.
3.	Analyze the development, challenges, and trends of the Indian retail industry in urban and rural settings.
4.	Examine customer behavior, loyalty, and decision-making processes to enhance customer service in retail.
5.	Interpret retail strategies and evaluate current and emerging trends influencing the retail landscape.

Suggested References:

Sr.No.	References
1.	Bajaj, C., Tuli, R., & Srivastava, N. V. (2011). <i>Retail management</i> (2nd ed.). Oxford University Press.
2.	Nair, S. R. (2009). <i>Retail management</i> (2nd rev. ed.). Himalaya Publishing House.
3.	Vedamani, G. G. <i>Retail management: Functional principles and practices</i> . Jaico Publishing House.
4.	Levy, M., & Weitz, B. A. (2013). <i>Retailing management</i> (9th ed.; Global ed.). McGraw-Hill Education.
5.	Pradhan, S. (2017). <i>Retailing management: Text and cases</i> (5th ed.). Tata McGraw-Hill.

Digital resources to be used if available as reference material


<https://www.britannica.com/money/retailing>

<https://unstop.com/blog/retail-management-meaning#:~:text=of%20the%20industry.-,What%20Is%20Retail%20Management?,and%20ensuring%20excellent%20customer%20service.>

<https://www.indeed.com/career-advice/finding-a-job/what-is-retail-management#:~:text=Retail%20management%20is%20a%20process,aligned%2C%20progressing%20to%20ward%20common%20goals.>

https://youtu.be/1nmolATTxEk?si=BPppGe5IF_dlsD9w

https://youtu.be/uTheFddxsdM?si=DkVYp_xsy5DNijCN



Chairman
BOS of Vocational Studies
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College