

DIPLOMA IN RETAIL MANAGEMENT

S. No	Sem	Category	Course Code	Course Title	No. of Hours/Week		No. of credits		
					T	P	T	P	
1	I	Part – I	18DSWG11	LifeSkills	4	-	4	-	
2		General Education	18DENG11	Communicative English	4	-	4	-	
3			18DCSG11	Fundamentals of Information Technology	4	-	4	-	
			Total			12	-	12	-
4		Part – II Skill component	18DRMS11	Retail Sales Associate	4	2	4	2	
5			18DRMS12	Business Management	4	2	4	2	
6			18DRMS13	Marketing Management	4	2	4	2	
			Total			12	6	12	6
1		II	Part – I	18DSWG21	Professional Skills	4	-	4	-
2	General Education		18DENG21	Professional English	4	-	4	-	
3			18DRMG21	Sales Management	4	-	4	-	
			Total			12	-	12	-
4	Part – II Skill component		18DRMS21	Business Sales Associate	4	2	4	2	
5			18DRMS22	Retail Management	4	2	4	2	
6			18DRMS23	Internship	-	6	-	6	
			Total			8	10	8	10
			Grand Total			44	16	44	16

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class	: Community College Courses	Part I	: GE
Semester	: I	Hours	: 04
Subject Code	:18DSWG11	Credits	: 04

LIFE SKILLS

COURSE OUTCOME

On successful completion of this course, the students will be able to

CO1: understand concepts, meaning, definitions & fundamentals of life skills.

CO2: provide them a thorough grounding in the basics of the subject

CO3: develop and articulate respect for the diversity of talents, ways of knowing and learning

Unit I: Introduction to life Skills

Introduction to life Skills and Importance – Personality – Definition – Traits – SWOT

Unit II: Concept of Self

Concept of Self: Self Image / Identity / Self Esteem – Factors Affecting Self Esteem – High / Low Esteem – Attitude Building – Meaning – Elements – Factors Affecting Attitude

Unit III: Interpersonal Skills

Interpersonal Skills: Meaning – Elements – Factors Affecting Interpersonal Skills – Need for Interpersonal Skills

Unit IV: Thinking

Thinking: Meaning – Types – Creative – Reasoning – Techniques.

Unit V: Emotions

Emotions: Definition – Characteristics – Types – Emotional Intelligence – Etiquettes – Grooming – Making Positive Impressions.

TEXT BOOK:

1. Alphonse Xavier S.J., *We Shall Overcome – A Text Book on Life Coping Skills*, ICRDCE Publications, Chennai: March 2004.

REFERENCE BOOKS:

1. RavikanthRao. K. *Life Skills Education*, 2016
2. Anderson, J. *The Perceptions of Students, Teachers, and Parents Regarding the Value of the LIFE SKILLS and Lifelong Guidelines Program*. Unpublished PhD Dissertation: East Tennessee State University,2005.
3. Assaly, I. *A content analysis of the reading and listening activities in the EFL textbook of master class*. Education Journal ,2014.
4. Shiv Khera, *You Can Win*, Macmillan India Ltd: New Delhi: 1998.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class	: Community College Courses	Part I	: GE
Semester	: I	Hours	: 04
Subject code	: 18DENG11	Credits	: 04

COMMUNICATIVE ENGLISH

COURSE OUTCOME

On successful completion of this course, the students will be able to

- CO1: Acquire the basic language skills.
- CO2: Speak and write without mistake
- CO3: Develop confidence in their voice

Unit I - LISTENING SKILL

Basic Listening Skills - Listening to Radio and Television - Listening to Talks and Presentations – Tips for Effective Listening

Unit II - SPEAKING SKILL

Basic Speaking Skills – Steps to Speak Easy – Formal and Informal Conversation– Describing pictures and people

Unit III - READING SKILL

Importance of Reading - Levels of Reading - Techniques of Reading – Reading Comprehension.

Unit IV - WRITING SKILL

Sentence - Phrase, Clause - Construction of Paragraph - Linkage and Cohesion

Unit V - GRAMMAR AND USAGE

Kinds of Sentences - Parts of Sentence - Parts of Speech - Types of Sentences

REFERENCE

Material will be supplied by the Department of English

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class :Community College Courses Part I : GE
Semester : I Hours : 04
Subject Code : 18DCSG11 Credits : 04

FUNDAMENTALS OF INFORMATION TECHNOLOGY

COURSE OUTCOMES

On successful completion of this course, the students will be able to

CO1: Introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking.

CO2: Identify and analyze computer hardware, software, and network components.

CO3: Provide foundational or “computer literacy” curriculum that prepares students for life-long learning of computer concepts and skills.

UNIT I: INTRODUCTION TO COMPUTER SYSTEMS

Introduction to Computers: Introduction – Importance of Computers – Characteristics of Computers – Classification of Computers – Uses of Computers Five Generations of Modern Computers: Introduction – First Generation Computers – Second Generation Computers – Third Generation Computers – Fourth Generation Computers – Fifth Generation Computers classification of Digital Computer Systems: Introduction – Microcomputers – Minicomputers – Mainframes – Supercomputers – Network Computers. Anatomy of a Digital Computer: Introduction - Parts of a Computer.

UNIT II:CENTRAL PROCESSING UNIT, MEMORY, INPUT AND OUTPUT DEVICES

Central Processing Unit (CPU) and Memory: Introduction – Central Processing Unit (CPU) – Memory – Memory Organization – Random Access Memory (RAM) Read Only Memory (ROM) – Registers – Factors Affecting Processor Speed – Instruction Set – Machine Cycle –Working of CPU and Memory. Input Devices: Introduction – Keyboard – Mouse – Trackball – Game Controllers – Scanners – Barcode Reader – Card Reader – Digitizer – Voice Recognition – Webcams – Digital Cameras Video Cameras (Camcorders) – Optical Character Recognition (OCR) – Optical Mark Recognition (OMR) – Intelligent Character Recognition (ICR) – Magnetic Ink Character Recognition (MICR) Output Devices: Introduction – Monitor – Printer – Plotter – Multimedia Projector – Speech Synthesizers – Sound Cards and Speakers – Dumb, Smart and Intelligent Terminals.

UNIT III:PROGRAMMING LANGUAGES AND OPERATING SYSTEMS

Programming Languages: Introduction – Machine Languages – Assembly Languages – High- Level Languages – Types of High-Level Languages – Compilers and Interpreters – Compilation Process. Operating Systems: Introduction – Functions of an Operating System – Classification of Operating Systems.

UNIT IV:DATABASE MANAGEMENT SYSTEMS AND COMPUTER NETWORKS

Introduction to Database Management Systems: Introduction – Information – Data and Data Management – Database Systems – Organization of Database – Characteristics of Data in a Database – Database Management Systems – Functions of DBMS – Database Users. Computer Networks: Introduction – Overview of a Network – Communications Processors – Communications Media – Telecommunications Software – Types of Networks – Network Topology – Network Protocols – Network Architecture.

UNIT V:INTERNET, WORLD WIDE WEB AND ELECTRONIC MAIL

Internet & World Wide Web: Introduction – What is Special about the Internet? – Internet Access – Internet Basics – Internet Protocols – Internet Addressing – World Wide Web (WWW) – Web Pages and HTML – Web Browsers – Searching the Web – Internet chat. Overview of Electronic Mail: Introduction – How E-mail works? – Why Use E- mail? – E-Mail – Names and Addresses – Mailing Basics.

LIST OF PRACTICAL

1)MS -WORD

1. Preparing a news Letter
2. Designing your Bio-Data
3. Creating and editing the table
4. Create Mail Merge
5. Advertisement Designing

2)MS -EXCEL

1. Operating on the sheets
2. Using formulas and functions
3. Perform Student's Mark Statement
4. Display Score Boards using Pie Charts
5. Display Sales Analysis using Bar Charts

3)MS -ACCESS

1. Create an Employee Table
2. Create a Stock Table and insert 10 records
3. Create Student Mark List
4. Generating Queries in Access

4)MS -POWERPOINT

1. Creating a new presentation based on template
2. Displaying College Details
3. Displaying Advertisement Presentation

TEXTBOOKS:

1. Alexis Leon and Mathews Leon *Fundamentals of Information Technology*, L& L Consultancy Pvt. Ltd., 1999, Second Edition.

Unit I – Chapters 1, 2, 3, 4

Unit II – Chapters 7, 9, 10

Unit III – Chapters 13, 14

Unit IV – Chapters 16, 21

Unit V – Chapters 24, 25

REFERENCE BOOKS:

1. Rajaraman Neeharika Adabala.V., *Fundamentals of Computers* PHI Learning Private Limited, Delhi, 2015, Sixth Edition.
2. Sarkar.S.K., A.K.Gupta, *Elements of Computer Science* S.Chand & Company LTD, Delhi, Second Edition, 2002
3. Balagurusamy.E., *Fundamentals of Computing and Programming Updated*, First Edition Tata McGraw Hill Education PVT LTD, 2010.
4. <https://en.wikipedia.org>
5. <https://bosslinux.in/sites/default/files/BOSS4.0-Usermanual.pdf> (For EduBOSS3.0)
6. <https://wiki.openoffice.org/wiki/Documentation>
7. <http://windows.microsoft.com/en-in/windows/windows-basics-all-topics>

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

Madurai – 04

Class	: Diploma (Retail Management)	Part II	: Skill
Semester	: I	Hours	: 06
Subject code	: 18DRMS11	Credits	: 06

RETAILSALES ASSOCIATE

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO1: identify the customer needs for credit facilities

CO2: identify health and safety requirements laid down by the company and bye-law

CO3: understand the features and benefits of the specialist product

CO4: acquires Knowledge of products and services to be sold at the store.

UNIT I : Introduction to Sales Associate

Sales Associate – Meaning – Importance – Merits and Demerits – Identify the Customer needs for Credit Facilities – Features and Conditions of Credit facilities – Credit Checks and Authorization Procedures – Difficulties in Processing Applications – Security risk-Company Policy–Legal Requirements.

UNIT II : Health and Safety

Company Procedures and Legal Requirements for dealing with Accidents and Emergencies – Speak and Behave in a Calm way – Report – Accidents and Emergencies – Company Procedure for evacuation.

UNIT III : Demonstrate Products to Customer

Product Demonstration – Demonstration Area– Equipment and Products for Demonstration – Clearly and Accurately in Q & Q aspects – Demonstration in a logical sequence of Steps and Stages – Product Features and Benefits – Compare and Contrast Product – Specialist Support to Customers Facilitating Purchase.

UNIT IV : Maximize Sales of Goods and Services

Identify Promotional Opportunities – Report Promotional Opportunities – Seasonal Trends – Estimate and Compare the Promotional Opportunities – Evaluate and Record the Results.

Unit V : Create a Positive Image

Organization Standards of Appearance and Behavior –Rules–Procedures– Method of Communication–Customer Expectations– Respond Positively to Customers

LIST OF PRACTICALS

- Collecting / Summarizing of various Credit Applications
- Practice of first aid kit, maintenance of first aid kit for handling accident cases.
- Highlights the Duties of stores Executives
- Identify slow moving and fast moving products and prepare a list by visiting a retail grocery shop.
- Study and prepare a brief report on various technologies used in retail stores
EDI,RFID,SAP,ERP,EFT,BAR CODING.

TEXT BOOK:

1. Jain J.Nand Singh P.P.,*Modern Retail Management and Retail Management Principles and Techniques*,Regal Publications,NewDelhi, 2012.

REFERENCE BOOKS:

1. Barry Berman& Joel R.Evans,*Retail Management*,Dorling Kindersley (India)PVT ltd 2011
2. Michael Levy&BartonA ,*Retailing Management*,TataMcGraw Hill Education Pvt Ltd New Delhi 2012.
3. Peter Fleming ,*RetailSelling*,Jaico Publishing House Mumbai 2008.
4. Chetan Bajaj, RanjinishTuli, Nidhi, V.Srivastava,,*RetailManagement*,Oxford University Press, New Delhi, 2014.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class: Diploma (Retail Management)	Part II	:Skill
Semester : I	Hours	: 06
Subject code :18DRMS12	Credits	: 06

BUSINESS MANAGEMENT

COURSE OUTCOMES:

On successful completion of the course, the students will be able to

CO1: Recognize the various roles of managers and types of business management

CO2: Identify the fundamentals of managing and organizing environment of business.

CO3: Trace out methods of communication, working in groups and stages of leadership.

UNIT I: Nature and scope of business

Business – Concept & Definition – Role of Business in the Modern Indian Economy – Management – Definition – Nature of Business Management – Universality of Management Principle – Planning – Definition – Characteristics – Importance – Advantages and Limitations – Steps in Planning.

UNIT II: Delegation of Authority

Organising – Definition – Steps in Organising – Importance of Organising – Bases of Organising – Function – Territory – Customer – Uses of Staff – Delegation of Authority and Responsibility.

UNIT III: Selection Process

Staffing – Definition – Recruitment – Sources – Selection – Techniques – Methods of Training – Performance Appraisal – Meaning – Importance – Methods.

UNIT IV : Motivation and communication

Motivation: Meaning and Importance – Maslow's Hierarchy theory – Leadership: Meaning, Styles and Importance – Communication : Meaning – Process and Importance – Barriers in Communication.

UNIT V: Directing and Controlling

Directing – Definition – Elements of Direction – Controlling – Meaning – Steps in Controlling – Qualities of a Good Control System – Benefits of Controlling

LIST OF PRACTICALS

- Collect the information of various brands and analyze it.
- Study of recruitment Selection rules and policy of any organization
- Organize a mock job interview session
- Problem solving and decision making
- Playing a role in Labour Relations and customer relations

TEXT BOOK:

1. Prasad Manmohan, *Management Concepts and Practices*, Himalaya Publishing Houses, Mumbai, 2015.

REFERENCE BOOKS:

1. Karminder Ghuman and Sswathappa.K, *Management Concept, Practice and Cases*, Tata Mcgraw Hill, New Delhi, 2010.
2. Prasad Manmohan, *Management Concepts and Practices*, Himalaya Publishing Houses, Mumbai, 2015.
3. Provin Durai, *Principles of Management and Cases*, Pearson India Education, Chennai, 2015.
4. Haynes.w and Sampat Mukherjee, *21st Century Management*, New Central Book agency, Kolkata, 2012.
5. Rasasamy.T *Principles of Management*, Himalaya Publishing House, Mumbai, 2010.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class: Diploma (Retail Management)	Part II	:Skill
Semester : I	Hours	: 06
Subject code : 18DRMS13	Credits	: 06

MARKETING MANAGEMENT

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO1: know the nature and importance of marketing

CO2: learn the marketing skills.

CO3: understand the fundamental and vital concepts of marketing management

UNIT I: Introduction to marketing

Marketing – Definition – Nature and Scope of Marketing – Marketing Management –Concepts– Marketing Mix– Evolution – Consumers Behavior – Buying Motives – Consumer Decision Making.

UNIT II:Product Planning and Development

Product – Product Classification – Product Policies – Product Planning and Development – Product Mix – Product Life Cycle – New Product Development- Branding and Packing

UNIT III:New Product Pricing

Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing– Channels Function – Factors in Channel Selection – Retailing and Wholesaling – Motivating Channel Members.

UNIT IV:Evolution of Advertising Effectiveness

Advertising – Meaning and Importance – Types of Advertising – Objectives – Advertisement Copy – Advertising Media – Media selection – Advertising Budget – Advertising Agency – Evolution of Advertising Effectiveness.

UNIT V:Sales Promotion Channels

Sales Promotion – Objectives – Kinds of Sales Promotion

LIST OF PRACTICALS

- Prepare product development strategies of any product of choice
- Draw a product life cycle
- Prepare a model advertisement copy for any consumer product
- List the types of prices.
- Write an essay on Tele –marketing through TV Channels –
a)listoutchannels)list out Products c)list out websites d)procedure of payment.

TEXT BOOK:

1. Pillai,R.S.N,Bagavathi, *Modern Marketing ,Principles and Practices*, Sultan chand and Company Ltd. New Delhi 2014.

REFERENCE BOOKS:

1. Sherlakar S.A, *Marketing Management*, Himalaya Publishing House ,New Delhi 2014.
2. RajanNair,*Marketing Management*, Sulthan Chand &Sons, New Delhi , 2012 .
3. Gupta C.B ,Rajan Nair N,*MarketingManagement*,Sultan Chand and sons, New Delhi,2012.
4. RudaniR.S ,*Sales and Advertising Management*, Sultan chand publication,NewDelhi,2011.
5. Varshney L ,Gupta S.L, *Marketing Management*,Sultanchand and sons,New Delhi,2000.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

Madurai – 04

Class	:Community College Courses	Part I	: GE
Semester	: II	Hours	: 04
Subject Code	: 18DSWG21	Credits	: 04

PROFESSIONAL SKILLS

COURSE OUTCOMES

On successful completion of this course, the students will be able to

CO1: acquire skills to manage time and to recognize the importance of motivation and goal setting

CO2: understand concepts, meaning of social skills and its importance

CO3: apply workplace etiquettes and preparing for the job.

Unit I:Goal Setting

Goal Setting: Definition – SMART Principle – Difficulties in Goal Setting – Process and Types.

Unit II: Leadership Skills

Leadership Skills: Styles of Leadership – Transactional and Transformational – Johari Window – Methods and Techniques of Developing Interpersonal Skills.

Unit: III: Time Management

Time Management: Meaning – Importance – Obstacles in Managing – Steps for Effective Time Management – Stress – Meaning – Types – Factors Causing Stress – Coping Mechanisms.

Unit IV: Management and Planning

Management and Planning: Meaning – Principles – Practices–Functions – Types of Plans – Steps in Planning

Unit V:Strategic Planning

Strategic Planning: Development Mapping – Sustainability – Commercial Viability – Market Analysis.

TEXT BOOK:

1. Alphonse Xavier S.J., *We Shall Overcome – A Text Book on Life Coping Skills*, ICRDCE Publications, Chennai: March 2004.

REFERENCE BOOKS:

1. Leonard S.Genry.,*Journal of Extension*,(October, 2006), Study of life skill development of Oklahoma 4-H alumni during the years Of 4-H participation 1969-1998.
2. Thomas A. Smith.,*Journal of Extension* ,April, 2005,Evaluating a youth leadership life skills development program..
3. Bhatia .H. S.,*Art of Interview*,19th Edition, 2013,

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class	:Community College Courses	Part I	: GE
Semester	: II	Hours	: 04
Subject code	: 18DENG21	Credits	: 04

PROFESSIONAL ENGLISH

COURSE OUTCOMES

On successful completion of this course, the students will be able to

CO1: Expand their vocabulary

CO2: Become effective communicators

CO3: Acquire the career skills

UNIT I : WORKING WITH WORDS

Vocabulary – Spelling and Pronunciation – Punctuation

UNIT II : SPEECH PRACTICE

Short speeches on topics of day to day – Speaking for Life and Work – Group Discussion

UNIT III : ACADEMIC CORRESPONDENCE

Academic Letter Writing – Report Writing– Proposal Writing

UNIT IV : GRAMMAR AND USAGE

Transformation of Sentences (Affirmative into Negative) – Framing Questions – Tag Questions

UNIT V : CAREER SKILLS

Applying for Job – Covering Letter – Resume and Effective Profiling – Interviews

REFERENCE

Material will be supplied by the Department of English

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class	: Diploma (Retail Management)	Part I	:GE
Semester	: II	Hours	: 04
Subject code	: 18DRMG21	Credits	: 04

SALES MANAGEMENT

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO1: develop a plan for organizing ,staffing and training a sales force

CO2: organize sales territories to maximize sales effectiveness

CO3: prepare a advertising budget

UNIT I:Sales Management

Definition – Objectives and Scope – Functions of Sales Department–Sales Planning and Control – Market Analysis and Sales Forecasting – Methods of Sales Forecasting – Sales Budget.

UNIT II: Sales Territories

Factors deciding Territories – Developing Sales Territories – Sales Quotas – Types of Quotas – Quota Setting Procedures. Field Sales Supervision – Salesman’s Reports – Daily and Periodical Reports – Expense Reports and Tour Dairy.Ethics and the Salesperson. Compensation – Characteristics of a Good Plan and Methods of Compensation – Motivation.

UNIT III: Process of Effective Selling

Prospecting – Pre-approach,– Approach – Presentation and demonstration– Handling objections– Closing the sales and follow-up.

UNIT IV: Advertising As A Tool of Communication

Role of Advertising in the Marketing – Kinds of Advertising– Economic & Social Aspects of Advertising..

UNIT V :Advertising Budget

Advertising Research – Media for Advertising – Types – Media Research

LIST OF PRACTICALS:

- Prepare a sales budget for selling expenses.
- Prepare a salesman's report
- Write minutes based on group discussion on promotion and selling of a product in brief.
- Prepare an advertisement for launching a product.(cosmetics, Jewelry, Electronic)
- Prepare a advertisement budget

TEXT BOOK:

1. Pillai R.S.N, Bagavathi, *Salesmanship*, Sultan Chand and Company Ltd. New Delhi, 2014.

REFERENCE BOOKS:

1. Sontakki, *Advertising and Sales Management*, Kalyani Publications, New Delhi. 2011.
2. Patel J.S.k, *Salesmanship and Publicity*, Sultan Chand and sons New Delhi. 2005.
3. Sontakki C.N *Salesmanship*, Kalyani publication. New Delhi. 2008.
4. Chunawalla S.A, *Management with Personal Selling and salesmanship*, Himalaya Publishing House. New Delhi. 2013.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class	: Diploma (Retail Management)	Part II	: Skill
Semester	: II	Hours.	: 06
Subject code	: 18DRMS21	Credits	: 06

BUSINESS SALES ASSOCIATE

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO1: identify the options for resolving a customer service problem

CO2: select and use the best method of communication to meet customer's expectations

CO3: respond positively to customer service problems

UNIT I: Customer Concerns

Customer – Identify the Customer Service Problem – Repeated Problem – Confirm the Options to Resolve – Advantages and Disadvantages – Customer Feedback.

UNIT II: Delivery of Reliable Service

Plan and Organize a Variety of Services System – Customers' Expectations – Customer Service Information – Record – Store – Report

UNIT III : Customer Relationship

Customer relationship Management – Meaning – Components – Roles – Method of Communication – Exceed Customer Expectations – Customer Loyalty– CRM Market-Market Trends.

UNIT IV : Service Quality Management

Service problems – Procedures – Resolution – Service Quality Management – Dimensions – Role of Service Quality Manager – Improving Service Quality – Importance – Problems .

UNIT V :Retail Team Management

Team Management- Meaning – Importance – Plan and organize daily work – Role of Team Manager – Qualification– Skills – Priorities– Share work Fairly.

LIST OF PRACTICALS

- Plan and schedule routines.
- Steps in handling customer complaint.
- Techniques of CRM.
- Techniques of SQM
- Study of various techniques used for customer relation in retail trade.

TEXT BOOK:

1. Barry Berman & Joel R. Evans, *Retail Management*, Dorling Kindersley (India) PVT ltd, New Delhi, 2011.

REFERENCE BOOKS:

1. Fiona Elliott Janet Rider, *Retail Buying Techniques*, Jaico Publishing, House Mumbai, 2007.
2. Peter Fleming, *International Retail Management*, Jaico Publication Mumbai, 2012.
3. Chetan Bajaj, Ranjini Tuli, Nidhi, V. Srivastava, *Retail Management*, Oxford University Press, New Delhi, 2014.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class: Diploma (Retail Management)	Part II	:Skill
Semester : II	Hours	: 06
Subject code : 18DRMS22	Credits	: 06

RETAIL MANAGEMENT

COURSE OUTCOMES:

On successful completion of the course, the students will be able to

CO1: know the concept of retail marketing.

CO2: be familiar with ethics in business.

CO3: develop the entrepreneurship skill

UNIT I:Retailing

Meaning and Evolution–Retailer in the Distribution Channel.–Retailer – Functions and Benefits.–Retail Scenario – Current and Future.

UNIT II : Retailing Environment

Economic, Political, Legal Social Technological and Global Competitive Environment.Competition–Type of Competition – Framework for Analysing Competition.

UNIT III:RetailOrganizationAnd Formats

Store Based and Non–Store Based Formats– Generalist and Specialist Retailer – Services Retailing.

UNIT IV:Stores Management

Role of Stores Manager in Store Merchandising – Item Space Allocation – Arrangement of Self Service – Factors of Self Service – Check Out Operations – Check Out Systems and Productivity.

UNIT V : Understanding Consumption And Consumer

Changing Consumer Demography – Life Style Changes – Shopping Behaviour – Retail and Out Let Choice – Legal and Ethical Issues in Retailing – Indian experience in Retailing.

LIST OF PRACTICALS

- Role of stores manager in store merchandising.
- Prepare a store based and non-store based format
- Arrangement of self service
- Visit to Trade Fair, Exhibitions, Departmental stores ,super market and write a brief report based on visit.

TEXT BOOK:

1. Jain J.Nand Singh P.P.*ModernRetail Management and Retail Management Principles And Techniques* RegalPublication,NewDelhi,2012.

REFERENCE BOOKS:

1. Chetan Bajaj, RanjinishTuli, Nidhi, V.Srivastava,,*RetailManagement*,Oxford University Press, New Delhi, 2014.
2. Barry Bermann and Joel R.Evans,*Retail Management –StrategicApproach*,Meemillan Publishing co,New York,2013.
3. MeenalDhotre,*ChannelManagementand Retail Marketing*, Himalaya Publishing House, New Delhi.2005.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
Madurai – 04

Class : Diploma (Retail Management) Part II : Skill
Semester :II Hours : 06
Subject code : 18DRMS23 Credits : 06

INTERNSHIP

INTERNSHIP ASSESSMENT

(Req. Max: Formative: 60 marks, Summative: 40marks)

Formative Evaluation (Industrial Partner)

- Evaluation Form (60 marks)

Applicat ion of Knowle dge	Care for Tools& Equipm ent	Econo mic use of Materi al	Safety Conscious ness	Spe ed	Accur acy	Quality of Workman ship	Amo unt of Work	Numb er of Attem pts	Attitu de

Rating Scale: Excellent- 6; Very Good- 5; Good- 4; Fair- 3; Satisfactory-2;Poor-1.

Summative Evaluation (Course Teacher)

- Case Study/ Project (20 marks)
- Viva (20 marks)