



**NSCB Memorial Govt. Degree College
Hamirpur
District Hamirpur (H.P.)**



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**Teaching Plan
Session (2024-2025)**

**Class: BBA Vth SEM
Subject: BBA
Code: BBA 504**

**Name of the Teacher: Prof. Chandresh
Course: Retail Management (DSE-II Marketing)
Room No: BBA Conf. Hall**

S. No	Dates	Topics to be covered
Admissions of BBA.	20-05-2024 to 10-06-2024	Admissions
Week 1	13-07-2024 to 15-07-2024	Introduction to Retailing: Definition, Characteristics, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.
Week 2	16-07-2024 to 20-07-2024	Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non - traditional selling.
Week 3	22-07-2024 to 26-07-2024	Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.
Week 4	27-07-2024 to 31-07-2024	Effective Retail Space Management, Floor Space Management.
Week 5	01-08-2024 to 08-08-2024	Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix
Week 6	09-08-2024 to 12-08-2024	CASE STUDY
Week 7	13-08-2024 to 16-08-2024	CRM, Advertising in Retailing.
Week 8	17-08-2024 to 27-08-2024	Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management
Week 9	28-08-2024 to 31-08-2024	Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing
Week 10	02-09-2024 to 07-09-2024	Retail Operation: Elements/Components of Retail Store Operation
Week 11	09-09-2024 to 14-09-2024	Store Administration, Store Manager –Responsibilities
Week 12	16-09-2024 to 21-10-2024	CASE STUDY
Week 13	23-09-2024 to 30-09-2024	Inventory Management, Management of Receipts,
Week 14	01-10-2024 to 07-10-2024	HOUSE EXAME
Week 15	08-10-2024 to 15-10-2024	Seminar
Week 16	16-10-2024 to 22-10-2024	Case Study
Week 17	23-10-2024 to 28-10-2024	Seminar
Week 18	29-10-2024 to 03-11-2024	DIWALI BREAK
Week 19		Term end examination

Coordinator BBA

Principal