

CERTIFICATE COURSE IN RETAIL MANAGEMENT
(SYB.COM - Sem-4)

	RESOURCE PERSON Dr.Hurmaz D.Patel PhD.(Retailing) MBA (Marketing)
Course Objective:	To make students understand Traditional and latest concepts of Retail Management.
Expected Outcome:	<ol style="list-style-type: none">1. To make students aware about Global Retail Market2. To make students aware about Indian Retail Industry3. To make students aware about various retail formats available in India and differences between all formats.4. To make students learn about various types of Retail Layout available in India
Evaluation Method:	Descriptive Practical Questions
Course Content	Unit: 1 Introduction to Retail Industry Definition of Retail, Present Scenario of Global Retail Industry, Indian Retail Industry: Classification, Present

Scenario, Opportunities & Challenges

Unit 2: Retail Formats

Various Types of Retail Formats available in India,
Classification and differences between formats, Non-Store
Retailing

Unit 3: Retail Pricing Strategies

Leader Pricing, Price Bundling, Discount Pricing, EDLP, Odd
Pricing, Psychological Pricing, Bait and switch pricing,
Dynamic Pricing, Reference Pricing

Unit: 4 Retail Store Layouts, Design

Definition of Layout, Types of Layout, Store Front &
Merchandise display. Latest Trends in Retail