

Rajat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
CAREER ORIENTED COURSE
RETAIL MANAGEMENT (2017-18)

List of the Student

Sr.No	Name of the Student	Mother's Name
1.	Tikare Shilpa Bapu	
2.	Kamble Vinayal Vitthal	
3.	Rajguru Supriya Vilas	
4.	Raybole Shital Umesh	
5.	Desai Ankita Shamrao	
6.	Gavade Pooja Sanjay	
7.	Mujawar Alish Allauddin	
8.	Shinde Shubham Prakash	
9.	Pawar Gautami Suresh	
10.	Chavan Pintu Ratnu	
11.	Sankpal Rohit Subhash	
12.	Shahapure Priyanka Prakash	
13.	Patil Tejashri Sanjay	
14.	Pawar Rahul Bhagwan	

Chavale
Coordinator
(Chavalekar S.S.)



Chavale
Rajarshi Chh. Shahu College
Kolhapur.

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
CAREER ORIENTED COURSE
RETAIL MANAGEMENT (2017-18)
List of the Resource Person

Sr. No	Name of the Faculty	Allotted Papers
1	Prof. Lavekar S.S.	Coordinator
2	Prof. Dr. Rajmane M.R.	Retail Management
3	Prof. Dr. Rajmane M.R.	Marketing Management
4	Prof. Lavekar S.S.	Practical Work

Ssthande
Coordinator
(Lavekar S.S.)



S. D. M.
Principal,
Rajarshi Chh. Shahu College
Kolhapur.

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
CAREER ORIENTED COURSE
RETAIL MANAGEMENT (2017-18)

Time Table

Period No.	Time	Monday	Wednesday	Friday
1	10.45-11.45	Retail Management	Practical Work	Retail Management
2	11.45-12.45	Marketing management	Practical Work	Marketing management

S. S. Chavkar
Coordinator
(Chavkar S. S.)



S. S. Chavkar
Principal,
Rajarshi Chh. Shahu College
Kolhapur.

Date 10-02-17

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur

CAREER ORIENTED COURSE

RETAIL MANAGEMENT

Study visit to Mapro Industry

Report (2017-18)

A study visit organized under career oriented course Retail Management to D-Mart on 10-02-2017 at 8.30 A.M. Total 18 Students of Retail Management Course students participated in this study visit. The main object of this visit is to know the retail marketing management and how the big malls like D- Marts can arrange various house hold commodities under single rough by giving discounts to the customers.

The manager of the D-Mart kindly co-operates with us and gives useful information to the students about retailing. He told about the purchasing of commodities on wholesale rate and packaging it into small to large quantity. Students visited all the departments of D=Mart and know about their working also they enjoyed shopping.

Course coordinator Prof. Lavelar S.S. was arranging this visit under the guidance of Prin. Dr. R.R. Kumbhar and H.O.D of Commerce Prof. Jayashri Bansode. Students enjoyed the visit.

ss Lavelar
Coordinator
(Lavelar S.S.)



[Signature]
Principal,
Rajarshi Chh. Shahu College
Kolhapur.

Date 20-02-17

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur

CAREER ORIENTED COURSE

RETAIL MANAGEMENT

Commerce Carnival

Report (2017-18)

Retail Management Course under COC and Department of Commerce organized a Retail Bazar for students on 13-01-2018 at 9.00A.M. to onwards in the college campus. Total Retail Management students participated in this event. The main object of this event was to teach the students about actual business on small scale. How to make preparation about certain stall, required capital and raw material, how to set price of final product and make profit.

The students arrange their stalls of various variety products. They sold various Maharashtrian dishes like Missal Pav, Khichadi, Shabu-vada, Gulabjamun, Pani-Puri, Tea, Vada-Pav, Bhel, Sandwiches, Bread roll, Biscuits etc. All the dishes are self-prepared by students. Also some students arrange their stalls of imitation jewelry, stationary, ladies accessories.

The nature of this event was like food festival and weekly market. The whole college students, teaching and non-teaching staff enjoyed this event. The students prepared their profit and loss statement of their stalls. All the stall owners made profitable business. They enjoyed a lot. They express their fruitful experience about this event. Course Coordinator Prof. Sampada Lavekar and member Prof. Dr. Manjusha Rajamane were arrange The Retail Bazar event and made it successful under the guidance of Prin. Dr. R.R. Kumbhar and H.O.D of Commerce Prof. Jayashri Bansode.

S. S. Lavekar
Coordinator
(Lavekar S.S.)



S. S. Lavekar
Rajarshi Chhatrapati Shahu College
Kolhapur.

RAYAT SHIKSHAN SANSTHA'S
RAJARSHI CHHATRAPATI SHAHU COLLEGE, KOLHAPUR
CERTIFICATE ORIENTED COURSE IN
'RETAIL MANAGEMENT'

2017-18

Report

The certificate course 'Retail Management' is carrier oriented course run by Rajarshi Chhatrapati Shahu College in the academic year 2017-18.

The main objective of this course is to develop the marketing skill with practical knowledge. 18 students were enrolled in this batch. It was started in August 2017. Proper time-table was made for it and students got expert guidance of teachers. Under this course we organized the event 'Commerce Carnival' also we arrange visit to Mapro Industry, Panchagani.

All 14 students completed their course successfully. The examination was held in March 2018. All the students passed it successfully and each of them got certificate for that.



S. B. K. S.
Coordinator
(Lawcars-S.)

Career Oriented Course (2012-13) & onwards .

In

Retail Management

Syllabus

Paper- I

Retail Marketing

(6 Credits=90 Periods)

Objectives: To Help the students to start in retail marketing and to develop the ability among the students for self employment

Unit- I. **Retail Trading-** Introduction, definition and meaning, importance of the retail trading.

Retail Trader- Types of retail Trader - A. fixed shop- I. Small scale retailers, Street Stalls, Second hand good, General Shops and Specialty. II. Large scale- Departmental Stores, Co-operative Stores, Mail order house. B- Itinerant or Mobile retail traders (15 Periods)

Unit. II- **Retail Marketing-**Meaning Definition, Functions of Retail Marketing- Assembling, Raising Funds, Demands estimation, Outlet for procedure, transportation, Warehousing, Grading, Risk assumption, Accounting, Collection of feedback from the market. (15 Periods)

Unit.III- **Retail Management-**Meaning, Definition, and Retail selling process- Acquiring products/Merchandise, Knowledge, Studying the customers, Approaching the Customer, Presenting the merchandise, Overcoming Resistance , Suggestive Selling. (15 periods)

Unit. IV- **Retail Marketing Mix-** Meaning, Core Concepts of the Retail Marketing Mix- Product, Price, Promotion, Place/Location, Promotion Presentation, Customer Services, People, Product

(10 Periods)

Unit-V-**Emerging Marketing Trends-** Rural Marketing, Service Marketing, Marketing in education, Moll Marketing, Fast Food Marketing, Franchisees in Food Marketing, Readymade Clothes Stores and Boutiques, Discount Sell Shops, Beauty Parlors and masaj centers, Gyms, Travelling agencies, Internet Cafes, (20Periods)

Unit. VI- Creativity of Marketing

(15 Periods)

Paper-II

Marketing Management

(6 Credits=90 Periods)

Unit- I- Marketing Management- Introduction, definition, meaning, importance and Functions of Marketing.

Salesmanship- meaning and definition, Characteristics of good salesman, Role and Responsibilities of the salesman. The Process in Personal Selling. (15 Periods)

Unit. II- Consumers- Meaning, Importance of consumers, Types of consumers Types of Complaints of consumers, Consumers protections act, 1986, Importance and features of Consumers protections act, 1986, Procedure of handling of the complaints of consumers according to act. (20 Periods)

Unit-III-Consumers Behavior- Meaning, Importance of the study of the consumers behavior, Factors affecting on consumers behavior. (10 Periods)

Unit-IV- Sales Promotion- Meaning, Importance of Sales Promotion, Various Schemes of Sales Promotion-

Advertising and Publicity- Meaning, Importance of advertising, Medias of Advertising and publicity, (20 Periods)

Unit-V-Accounting for Retailers- Preparation of register of income and expenditure, Journal entries, and Ledger Accounts. (10 Periods)

Computerized Accounting- Introduction to computerized Accounting, Basic information about computer (input output devices of computers and their functions) Types of Vouchers, Preparation of vouchers and Final Accounts. (10 Periods)

Unit- VI-Methodology of Project work and Project Writing Report (05 Periods)

Paper-III

Practical Work

(8 Credits= 120 Periods)

Unit- I – **On Job Training-**(in any one Type of the Store) Departmental store, Fast Food Marketing, Franchisees in Food Marketing, Readymade Clothes Stores and Boutiques, Discount Sell Shops, Beauty Parlors and masaj centers, Gyms, Travelling agencies, Internet Cafes ,Stationery and general Stores, Dairy, Medical stores etc. (60 Periods)

Unit-II-**Project Work and Project Report Writing-** on any type of retailer. - (40 periods)

Unit- III- **Practical on Computerized Accounting and Tally Accounting-** (20 Periods)

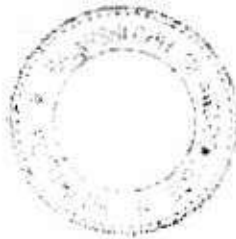
Recommended Books:

1. Marketing Management-Mrs. M. M. Kumathekar, Electrotech Publication, Satara.
2. Marketing Management-Philip Kottler. Dorling Kindersley(India) Pvt. Lmt. New Delhi.
3. Retailing and E. Tailing- S. L. Gupta, Ramesh Mittal Rachhi Nayyar, International Book House Pvt. Lmt.
4. Marketing Management-S. A. Sherlekar, Himalaya Publishing House.
5. Retailing Management- Swapna Pradhan, Tata McGraw- Hill Publishing Company Limited, New Delhi.
6. Retail Management_ Gibson G. Vedmani- Jaico Publishing Lmt., Mumbai.

Kanasod
Course Coordinator


Principal

Rajarshi Chhatrapati Shahu College,
Kolhapur.



रयत शिक्षण संस्थेचे,
राजर्षी छत्रपती शाहू कॉलेज, कोल्हापूर
वाणिज्य विभाग
किरकोळ व्यवस्थापन कोर्स
परिक्षा

दि. 19-04-2018

वेळ: 8 ते 10

गुण: 50

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सुचना: 1) सर्व प्रश्नांना समान गुण असतील.

- प्रश्न-1 व्यवस्थापनाची संकल्पना स्पष्ट करून, त्याची वैशिष्टे स्पष्ट करा. (10)
- प्रश्न-2 वस्तु म्हणजे काय ते सांगून वस्तु मिश्रण स्पष्ट करा. (10)
- प्रश्न-3 वितरण मार्ग निवडीवर परीणाम करणारे घटक स्पष्ट करा. (10)
- प्रश्न-4 विविध व्यवस्थापन दृष्टीकोन थोडक्यात स्पष्ट करा. (10)
- प्रश्न-5 यशस्वी उद्योजकाची गुणवैशिष्टे स्पष्ट करा. (10)

Class : B.Com. Division :
 Subject : Retail Management
 paper No. : 1 Paper Title : Retail Marketing

Rayat Shiksha
RAJARSHI CHHATRAPATI SHAHU
STUDENTS'

Roll No.	Name of the Student	Period No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
		Date	July			Aug			Sept			Oct			Nov			Dec							
1	Khandare S.P.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
2	Mungale K.S.			P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
3	Shelke S.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
4	Bok S.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
5	Murik G.R.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
6	Dake M.R.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
7	Das A.H.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
8	Shitlokhar S.C.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
9	Kusane D.B.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
10	Dongre R.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
11	Tandhale P.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
12	Jamadar T.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
13	Bilawade A.D.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
14	Akade P.A.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
15	Salawale S.A.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
16	Nizamk T.V.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	



Saastha:
COLLEGE, KOLHAPUR
 ATTENDANCE REGISTER

Roll No.	Name of the Student	Period No.	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	Total Present Days	Grand Total	Remarks
		Date	Jan				Feb				March				April								
1	Khandare S.P.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
2	Mungale K.S.			P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
3	Shelke S.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
4	Bok S.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
5	Murik G.R.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
6	Dake M.R.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
7	Das A.H.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
8	Shitlokhar S.C.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
9	Kusane D.B.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
10	Dongre R.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
11	Tandhale P.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
12	Jamadar T.S.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
13	Bilawade A.D.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
14	Akade P.A.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
15	Salawale S.A.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
16	Nizamk T.V.		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			

79 Periods X 240 = 18960

Subject Teacher:

Godage S.P.

[Signature]

[Signature]
 प्राचार्य,
 राजर्षि च. शाहू कॉलेज,
 कोल्हापूर

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
CAREER ORIENTED COURSE
RETAIL MANAGEMENT (2017-18)

Syllabus

Objectives: To help the students to start in retail marketing and to develop the ability among the students for self employment.

Paper I

Unit I: Retail Trading –Various types of retail traders –retailer- departmental store cooperative store –Mail Order- Internet shopping etc.

Unit II: Retail Marketing : Meaning, Definition, and Retail Marketing Process.

Unit III: Retail Management : Meaning, Definition, and Retail Selling Process.

Unit IV: Retail Marketing Mix: Meaning, Marketing Mix-Product, price, Place Promotion, Presentation, People, And Product.

Paper II

Unit I: Marketing Management –Introduction-definition-meaning-importance-and functions of marketing.

Unit II: Consumer Behavior: Introduction-definition-meaning-importance and factors affecting on consumer behavior.

Unit III: Sales Promotion: Meaning-importance and various schemes for sales Promotion, Advertising and Publicity.

Unit IV: Accounting for Retailer: Making journal entries, Preparation of Ledger and income and expenditure account.

Paper III

Project Work

Unit I: Preparation of Project Reports

Unit II: Practical Work: On Job training or roll playing activity.