

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
Department of Commerce
(2022-23)

CERTIFICATE COURSE IN RETAIL MANAGEMENT

Course Name: Certificate Course in Retail Management
Course Coordinator Name: Dr. S. S. Lavekar
Contact Number: 9921647455
Duration: 3 Months
Course Fee: 300/-
Eligibility: 12th Pass Students registered in Shivaji
University for degree Course for any discipline
Minimum intake capacity: 20

Objectives:

1. To acquire knowledge of Retail Management.
2. To understand the recent trends in Retail Management.
3. To learn the retailing strategies & plan.
4. To understand the concept of social shopping &E-tailing.
5. To Provide Practical Knowledge of Retail Management.

Learning outcomes:

1. Students will know the knowledge of Retail Management.
2. Students will understand the recent of Retail Management.
3. Students will aware in social shopping &E-tailing.
4. Students will understand the Retail Management.

Examination Pattern: Theory Paper of 50 Marks Project. 50 Marks

Coordinator

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur

Department of Commerce

(2022-23)

CERTIFICATE COURSE IN RETAIL MANAGEMENT

Syllabus

Unit	Topic
Unit I	Introduction of Retail Management Introduction, Definition, Concept, Nature & Scope of Retail Management Future of Marketing, Effective Marketing
Unit II	Retail Marketing Strategies & Plans Marketing Strategies, Concept, Role, importance, Types, Steps, Marketing Plans, SWOT Analysis, New Brand Service
Unit III	Recent Trends in Retail Management E- Marketing concept, Digital Marketing concept & features Social Marketing, Importance, Barriers, Repacking and Self-Branding Concept & importance.
Unit IV	Social Shopping Meaning, Concept, Trends of Social Shopping Aids of Social Shopping, Benefits, Experiential Retail, E-tailing.

Practical:

- 1) Industrial Visit
- 2) Experiential Retail
- 3) E-Tailing
- 4) Project
- 5) Guest lecture
- 6) Daily Economics

Coordinator

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
Department of Commerce
(2022-23)
Certificate Course in Retail Management
Time-table

Period No.	Time	Monday	Tuesday	Wednesday
1	12.00 to .1.00 p.m.	Theory	Theory	Practical Work

Coordinator

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
Department of Commerce
(2022-23)
Certificate Course in Retail Management
Enrollment Students

Sr.No.	Name of the Students	Class	Student Sign.
1	Rushikesh Maruti Khot	B.Com II	
2	Sachin Mallikarjun Bhagoji	B.Com II	
3	Aditya Raju Bodake	B.Com II	
4	Sakshi Dattatray Deshmukh	B.Com II	
5	Sanket Niwas Taral	B.Com II	
6	Indranil Nilesh Patil	B.Com II	
7	Madhavi Kasabe	B.Com II	
8	Vivek Santosh Saini	B.Com II	
9	Kunal Sunil Kumbhar	B.Com II	
10	Lalit Sunil Landge	B.Com II	
11	Shivprasad Sarjerao Yadav	B.Com II	
12	Abhijeet Ravi Waghmare	B.Com II	
13	Buddhbhushan Anil Mane	B.Com II	
14	Simran Kedar Banne	B.Com II	

Coordinator

Principal

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
Department of Commerce (2022-23)

Notice

Date:11/12/2022

All the students are hereby informed that the faculty of Commerce & Management has organized **Certificate Course in Retail Management**. It is Career oriented Certificate Course. The duration of this course is 3 Months and fees for 300/- per Student. For detail information please contacts Dr. Lavekar S.S.

Coordinator

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
Department of Commerce
(2022-23)
Certificate Course in Retail Management
List of the Resource Person

Sr. No	Name of the Faculty	Allotted Papers
1	Mr. Prasad Patil	Practical
2	Dr. S.S. Lavekar	Theory & Practical of Retail Management

Coordinator

Principal

Rayat Shikshan Sanstha's
Rajarshi Chhatrapati Shahu College, Kolhapur
DEPARTMENT OF COMMERCE
Rayat Skill Development Centre
2022-23

Certificate Course in Retail Management
Income & Expenditure A/c

Dr.	Income	Amt	Amount	Expenditure	Cr.	Amount
	<u>To Course Fee(14*300)</u>		4200	By GST-18% (4200*18%)		756
1	Rushikesh Maruti Khot	300/-				
2	Sachin Mallikarjun Bhagoji	300/-		By Salary to Resource Person Smt.Pujari S.R. (3444*40%)		1378
3	Aditya Raju Bodake	300/-		By Surplus/Balance with College		2066
4	Sakshi Dattatray Deshmukh	300/-				
5	Sanket Niwas Taral	300/-				
6	Indranil Nilesh Patil	300/-				
7	Madhavi Kasabe	300/-				
8	Vivek Santosh Saini	300/-				
9	Kunal Sunil Kumbhar	300/-				
10	Lalit Sunil Landge	300/-				
11	Shivprasad Sarjerao Yadav	300/-				
12	Abhijeet Ravi Waghmare	300/-				
13	Buddhbhushan Anil Mane	300/-				
14	Simran Kedar Banne	300/-				
	Total		4200			4200

Course Co-ordinator

HoD

Principal

Rajarshi Chhatrapati Shahu College, Kolhapur
Certificate Course in
RETAIL MANAGEMENT
Report (2022-23)

The Certificate Course 'Retail Management' is run by Department of Commerce in the academic year 2022-23.

The main objective of this course is to develop the marketing skill with practical knowledge. 14 students were enrolled in this batch for this 30 hours course. It was started in March 2023. Proper time table was made for it and students got expert guidance of teachers.

For this **Trade Fair** was organized for students on 11-03-2023 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.

. All 14 students completed their course successfully. The examination was held and the students passed it successfully. Each of them got certificate.

Co-ordinator