

**Rayat Shikshan Sanstha's  
Rajarshi Chhatrapati Shahu College, Kolhapur  
Faculty of Commerce & Management (2021-22)**

**CERTIFICATE COURSE IN RETAIL MANAGEMENT**

---

**Course Name:** Certificate Course in Retail Management  
**Course Coordinator Name:** Dr.S.R.Kulkarni  
**Contact Number:** 8767633217  
**Duration:** 3 Months  
**Course Fee:** 300/-  
**Eligibility:** 12<sup>th</sup> 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



**Rayat Shikshan Sanstha's**  
**Rajarshi Chhatrapati Shahu College, Kolhapur**  
**Faculty of Commerce & Management (2021-22)**

**CERTIFICATE COURSE IN RETAIL MANAGEMENT**

**Syllabus**

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



**Rayat Shikshan Sanstha's**  
**Rajarshi Chhatrapati Shahu College, Kolhapur**  
**Faculty of Commerce & Management (2021-22)**  
**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. Sharvari R. Kulkarni	Theory & Practical of Retail Management

*Dr. Sharvari R. Kulkarni*  
Coordinator



*[Signature]*  
Principal  
R.C. SHAHU COLLEGE  
KOLHAPUR

**Rayat Shikshan Sanstha's  
Rajarshi Chhatrapati Shahu College, Kolhapur  
Faculty of Commerce & Management (2021-22)**

**Certificate Course in Retail Management**

**Time-table**

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

*S.P. Kulkarni*  
**Coordinator**



*[Signature]*  
**Principal**  
R.C. SHAHU COLLEGE  
KOLHAPUR

**Rayat Shikshan Sanstha's**  
**Rajarshi Chhatrapati Shahu College, Kolhapur**  
**Faculty of Commerce & Management (2021-22)**

**Notice**

Date: 24/12/2021

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. Kulkarni S.R.

*S.P. Kulkarni*  
Coordinator



*[Signature]*  
Principal  
R.C. SHAHU COLLEGE  
KOLHAPUR

**Rayat Shikshan Sanstha's**  
**Rajarshi Chhatrapati Shahu College, Kolhapur**  
**Faculty of Commerce & Management (2021-22)**  
**Certificate Course in Retail Management**

**Enrollment Students**

Sr.No.	Name of the Students	Class
1	Vaibhavi Dhanajay Kotagiri	B.Com I (I.T.)
2	Diksha Yashwant Shinde	B.Com I (I.T.)
3	Saloni Krushant Chougule	B.Com I (I.T.)
4	Saloni Bhagwan Patil	B.Com I (I.T.)
5	Pranali Suadam Patil	B.Com I (I.T.)
6	Supriya Bhagwan Katmore	B.Com I (I.T.)
7	Aditi Arun Sutar	B.Com I (I.T.)
8	Arbune Aditya Dhanaji	B.Com II (I.T.)
9	Sharvari Bhikaji Patil	B.Com II (I.T.)
10	Satyajeet suresh Dabade	B.Com II (I.T.)
11	Aishawarya dadaso Thorat	B.Com II (I.T.)
12	Ankita Kakaso Pawar	B.Com II (I.T.)
13	Avantika Sunil Unale	B.Com II (I.T.)
14	Abhijeet Janakar	B.Com II (I.T.)
15	Kadam Navnath Bhikaji	B.Com II
16	Khairmode Kadambari Sudhakar	B.Com II

*SPKulkarni*  
Coordinator



*[Signature]*  
Principal  
R.C. SHAHU COLLEGE  
KOLHAPUR

रयत शिक्षण संस्थेचे,  
राजर्षी छत्रपती शाहू कॉलेज, कोल्हापूर  
वाणिज्य विभाग (२०२१-२२)  
रिटेल मॅनेजमेंट कोर्स  
परीक्षा

दि.२५ मे २०२२

वेळ : ११ ते १२

गुण :५०

खालीलपैकी कोणतेही ५ प्रश्न सोडवा.

प्र.१. टिपा लिहा ( कोणतेही २)

गुण १०

अ.किरकोळ व्यापाराची वैशिष्ट्ये

ब.किरकोळ व्यापाराचे प्रकार

क. डिजिटल मार्केटिंग मधील करिअर संधी

प्र.२. ऑनलाईन खरेदीच्या विविध वेबसाईटचा आढावा घ्या.

गुण १०

प्र.३. डिजिटल मार्केटिंगची आवश्यकता स्पष्ट करा.

गुण १०

प्र.४.किरकोळ व्यापाराचे स्वरूप स्पष्ट करून त्याचे महत्व सांगा.

गुण १०

प्र.५. डिजिटल मार्केटिंग म्हणजे काय ? डिजिटल मार्केटिंगची ऑनलाईन मार्केटिंग माध्यमे सांगा.

गुण १०

प्र.६.किरकोळ व्यापारातील कार्याचे व्यवस्थापन स्पष्ट करा.

गुण १०

प्र.७. ई कॉमर्सचे फायदे थोडक्यात सांगा.

गुण १०

Rayat Shikshan Sanstha's  
Rajarshi Chhatrapati Shahu College, Kolhapur  
Department of Commerce (2021-22)  
Certificate Course in Retail Management  
(Self Funded)

**Income Expenditure Statement**

Income	Amount (in Rs.)	Expenditure	Amount (in Rs.)
Particulars		Particulars	
Total Students = 16 (16*300)	4800	1) Remuneration for Resource Person Lumsum  Total amount= 4800 4800*40=1920  ( The amount Rs. 1920 is distributed to One recourse person)	
		i) Dr.S.R.Kulkarni	Rs. 1920/-
		2) Balance to College	Rs.2880
<b>Total</b>	<b>4800/-</b>	<b>Total</b>	<b>4800/-</b>

*SP Kulkarni*  
Course Co-ordinator

*ssharika*  
Head  
M.O.  
Department of Commerce,  
Rajarshi Chhatrapati Shahu College

*Pranav*  
Chairman

*h*  
I/C PRINCIPAL  
R.C. SHAHU COLLEGE  
KOLHAPUR





 <b>I/C Principal</b> <b>Prof. Dr. V. V.</b> <b>Killedar</b> <b>M.Sc, Ph.D.</b>	<b>Rayat Shikshan Sanstha's</b> <b>RAJARSHI CHHATRAPATI SHAHU COLLEGE,</b> <b>KOLHAPUR</b> Kadamwadi Road, Kolhapur – 416 003 (Maharashtra) (Arts, Commerce, Science, B.C.A., B.C.S. and Vocational)	Outward No. /2022 Date: / /202
	<b>NAAC Reaccreditation (3<sup>rd</sup> Cycle) :A (CGPA : 3.07)</b>	
	Office Phone No. - (0231) – 2654658, 265027 E-mail : <a href="mailto:klpshahuacol@gmail.com">klpshahuacol@gmail.com</a> Website: <a href="http://rcshahucollege.in">rcshahucollege.in</a>	Univ. Affi. No. UKF- 1092/4970/M-SHI-3/19 Jr. College Code J23.09.

To,

**Mr. Prasad Patil**  
**Shri Shrinivasan Agro Innovation**  
**Export Farmer Producer Company Ltd.**  
**Kolhapur.**

**Subject: Member of Board of Studies in Retail Management.**

Respected. Sir,

Department of Commerce of our college is conducting a Career oriented short-term course entitled, Retail Management in academic year 2021-22. In order to construct the curriculum for this course, we have formed a Board of Studies (BOS).

We are pleased to inform you that you are appointed as a member of Board of Studies (BOS) of the said course. We are sure that your contribution and experience will enhance the quality of this course. Awaiting your acceptance.

With warm regards.

Accepted.  
 Received.



  
**I/C PRINCIPAL**  
**R.C. SHAHU COLLEGE**  
**KOLHAPUR**

Rajat Shikshan Sanstha's  
Rajarshi Chhatrapati Shahu College, Kolhapur  
Board of Studies for Arts, Commerce and Science Faculty

The college has constituted the BoS for approving the curriculum and guidance to the faculty regarding skill/Capsule/COC/Value added and self financing courses run by the college. The college runs the Short Term, COC, Value added courses along with the courses related with Arts, Commerce and Science programmes. The college has formed BoS which gives approval to curriculum of short term, COC, value added courses run by various departments in the college. The BoS keeps track of the emerging trends and latest industry requirement, the global changes taking place in relation to the innovativeness to bring the necessary changes for Skill development, Value addition among the students. The BOS considers the feedback received from stakeholders which include students, parents, alumni, industry experts, academic peers and faculty and deliberates the same to the IQAC of the College to think and recommend various courses that will be brought into curriculum related to various programs. The BOS ensured that overall academic system has been properly built into the curriculum related to various courses offered by the college.

• **Following is the working method adapted by BOS:**

1. College collects feedback from all the stakeholders (students, parents, alumni, industry experts, academic peers, community persons).
2. Discusses the feedback with members of the IQAC.
3. Makes recommendations to the CDC of College for starting the needed courses.
4. Invites proposal for departments of different subjects to start new course like short term, COC, value added courses in difference subjects.
5. The college BoS goes through these received proposals and gives approval to start the curriculum.
6. The BoS also decided the duration, student strength and fee structure etc. for the courses and communicates to respective department.
7. Suggest the departments to bring the necessary changes with implementing the required courses if any.



Rayat Shikshan Sanstha's  
Rajarshi Chhatrapati Shahu College, Kolhapur  
Department of Commerce  
**Certificate Course in Retail Management (2021-22)**

**Board of Studies**

Name	Designation	Current Status	Sign
Prof. Dr. V.V.Killedar	I/C Principal	Chairperson	
Dr.S.P.Pawar	IQAC Co-coordinator	Member	
Dr.S.S.Lavekar	Chairman, Criterion -I	Member	 s.s.lavekar
Dr.M.K.Kannade	Chairman, Skill Development Course	Member	
Dr.S.S.Lavekar	Head, Dept. of Commerce	Member	 s.s.lavekar
Mr.Prasad Patil	Director, Shri Shrinivasan Agro Innovation Export Farmer Producer Company Ltd. Kolhapur	Expert	 Patil...



Rayat Shikshan Sanstha's  
Rajarshi Chhatrapati Shahu College, Kolhapur

CAREER ORIENTED COURSE

RETAIL MANAGEMENT

Report- 2021-22

The Certificate Course 'Retail Management' is career oriented course run by Department of Commerce in the academic year 2021-22.


The main objective of this course is to develop the marketing skill with practical knowledge. 15 students were enrolled in this batch. It was started in January 2022. 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 'Shri Shrinivasan Agro Innovation Export Farmer Producer Company Ltd. Kolhapur'.

All 15 students completed their course successfully . The examination was held and the students passed it successfully. Each of them got certificate online.

  
Co-ordinator

(Dr. S. R. Kasbi)



  
Principal,  
Rajarshi Chh. Shahu College  
Kolhapur.



"Education through self-help is our motto"-Karmaveer



Rayat Shikshan Sanstha's,

# RAJARSHI CHHATRAPATI SHAHU COLLEGE, KOLHAPUR.



NAAC Reaccredited 'A' Grade (with CGPA 3.07) 3rd Cycle

## CERTIFICATE

This is to certify that, Shri/Smt. Aishwarya Dadaso Thorat.

Mother's Name Shital Dadaso Thorat.

Class B.Com II (C) of R. C. Shahu College Kolhapur.

has successfully completed the Career Oriented/Certificate Course in Retail Management.

organized by **Rajarshi Chhatrapati Shahu College, Kolhapur.**

Course organized academic year 2021 - 22.

**SPKulkarni**  
Course Coordinator

  
Principal