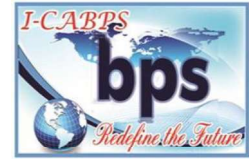




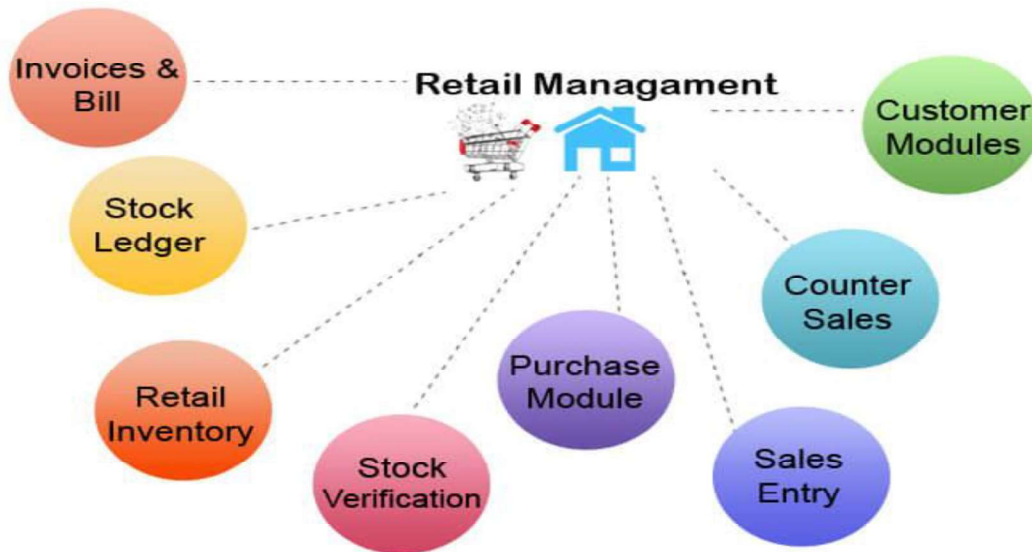
**NALLAMUTHU GOUNDER
MAHALINGAM COLLEGE
(AUTONOMOUS)**



Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore
Pollachi, Tamil Nadu.
Phone: 04259-234870,234868
WWW: ngmc.org.,Email:ngm@ngmc.org

U.G.DEPARTMENT OF COMMERCE-BPS (S.F)

VALUE ADDED COURSE



RETAIL MANAGEMENT FOR SMALL BUSINESS

HISTORY

The U.G. Department of Commerce - Business Process Services has been established in the year 2014 in a tie up with Tata Consultancy Services (TCS). The curriculum of the course has been designed in collaboration with TCS. This industry integrated, unique three years full time B.COM.BPS degree programme focuses on developing proficiency in commerce and business processes.

VISION

“Our dream is to excel in quality education to make the students academically superior and acquire corporate level knowledge to work in any situations by providing the quality education.”

MISSION

“Our department provides quality education of global standard by updating the curriculum in regular intervals with the corporate bodies to make the students, academically strong with realized spirit of adventurous sociality committed and culturally rich citizens”.

VALUE ADDED COURSE RETAIL MANAGEMENT FOR SMALL BUSINESS

INTRODUCTION

“Retail Management” is one of the newest specializations of management study. Retail management is an integrated part of the supply chain management. A few years back, retail has been just the selling of goods in market places, stores, door-to-door and by hand delivery. But now, the trend has been changed in the retail market.

Now, the retail industries are establishing the network marketing by online shopping, through the websites and other technology, electronic payments and delivery through the courier and other services. Now, the retail management has come in the form of separate specialization.

Retail Industry is one of the fastest growing & challenging industries in the world & contributes the economic growth of the country. During the past few years in the retail sector, the demand for skilled professionals has increased.

The retail management is the right career for those having the interest in merchandise, market & marketing, sales, advertising, campaigning and market research. So many foreign retail industries are expanding in Indian market and you may get the opportunity to work with them. You can start career in client communication, sales, supervisory, merchandise shipment, management & administrative services.

SCOPE OF COURSE

Retail management has become one of the fastest growing careers in the industry with the tremendous growth in the economy. Retail Market of India is the most attractive and emerging market in the world and has demanded more number of trained professionals in this field. It strives to create a new generation of smart retail professional of international caliber and aims to equip them with the best practices being followed across the globe.

NATURE OF COURSE

Duration: 30 hours (will be conducted during post college hours)

Level: certificate

Eligibility: Graduation

Credit: 2 additional credits.

OBJECTIVE OF THE COURSE

- To improve the employability and entrepreneurial skills of students.
- To demonstrate the skills needed to develop ideas and make decisions based on proper research, analysis, and critical thinking.
- To understand retail trends and challenges
- To develop knowledge of contemporary retail management issues at the strategic level.

OUTCOME OF THE COURSE

This VAC is conducted to help students to stand a part from the rest in the job market by adding further value to their resume by undergoing this course students would be able to:

- Analyze the Retail Strategies, Opportunities and competitive advantage.
- Analyze the way retailing works, specifically the key activities and relationships.

Who can take up this course?

- Any interested student may take up this value added course for additional credit.

What is the benefit the students will get by this program?

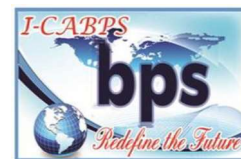
- Retailing is a dynamic industry, comprising a vast variety of sectors and home to some of the world's biggest companies. Candidates with the retail management can start career in supervisory, client communication, merchandise shipment, sales, management and administrative services.
- Retail management offers more than 2 million job opportunities across the globe.

What are the job roles?

- Retail Manager
- Supply Chain Distributer
- Store Manager
- Marketing Executive
- Retail Buyer
- Warehouse Manager
- Merchandiser
- Brand Manager
- Analyst
- Department Manager
- Marketing specialist
- Marketing Team Leader
- Marketing Channel Specialist.



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DEPARTMENT OF COMMERCE-BPS



Programme code:	B.COM- BPS	Programme Title : VALUE ADDED COURSES		
Total Hours:	30 Hrs	Title : RETAIL MANAGEMENT FOR SMALL BUSINESS	Credit	2

Course Objective

To expose the students on the Retail Management Concepts & new strategies for small business.

Course Outcomes

CO1	To understand the environment in which retailing take places.
CO2	To understand the pricing of retail environment.
CO3	To apply a strategic approach to retailing format.
CO4	To analyze major recent developments in retail management.
CO5	To evaluate the knowledge of various retail formats and to be understand the retail customer.

Existing Syllabus

Unit-1 (10 Hours)

Retailing - Definition-Scope-Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers. Retail Strategies- Concept, the retail perspective, steps involved in developing a retail strategy, methods to enter a new market.

Unit-2 (10 Hours)

Store Planning-Location Planning and Site selection, store design and retailing image mix, space mix, effective retail space management. Retail Pricing- Concept-Elements of Retail Pricing- Determining the Price-Retail pricing policies/strategies.

Unit-3 (10 Hours)

Careers in retailing: Owning business- Opportunities as a retail employer-types of positions in retailing-evaluating retail career opportunities.

Books for Study:

Gibson G Vedamani- Retailing Management, Functional Principles and Practices, Jaico Publishing House, Mumbai, 2005.

Books for Reference:

1. Barry Berman and Joel R.Evants- Retail Management, pearson Education (Singapore), Pvt.Ltd., New Delhi, 2002.
2. SwapnaPradhan-2013-Retail Marketing New Delhi 3rd Edition, Tata MCGraw Hill education private limited



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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **KARTHICK.A (17-IB-12)**, **Department of B.Com (IB)**,
of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May
2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **RINAS.E (17-IB-25)**, **Department of B.Com (IB)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **SAMUVEL ARPUTHARAJ (17-IB-26)**, **Department of B.Com (IB)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **SUBASH CHANDRA BOSE.R (17-IB-29)**,
Department of B.Com (IB), of Nallamuthu Gounder Mahalingam College (Autonomous),
Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small
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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **SARAVANAKUMAR.N (18-BP-23)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **BOOPALAN.N (18-BP-06)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **PANEER SELVAM.M (18-BP-17)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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Certificate of Completion

This is to certify that Mr. **PRAKASH.B (18-BP-18)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **GOKUL PRASATH. R (18-BP-10)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Mr. **MONISH RAJ.K (18-BP-14)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Retail Management for Small Business** during Feb 2020 to May 2020.

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