**Govt. College Dujana , Jhajjar**

**Lesson Plan(2024-25) Odd Sem**

Name of the Asst. Professor: Dr. Silky Jain

Class- B.Com Pass (3rd Semester )

Name of Subject- Basics of Retailing

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| July | |
| Week 1 | Meaning, nature, scope, importance, growth and present size of Retailing |
| Week 2 | Career option in retailing |
| August | |
| Week 1 | Technology induction in retailing |
| Week 2 | Future of retailing in India, Types of Retailing: Brief Review |
| Week 3 | Stores classified by owners; Stores classified by merchandising categories |
| Week 4 | Traditional retail formats *vs.* modern retail formats in India |
| September | |
| Week1 | Store and non-store based formats, Cash and carry business- meaning, nature and scope |
| Week2 | Retailing models - Franchiser- Franchisee, directly owened |
| Week3 | Wheel of retailing and retailing life cycles, Co-operation and conflict with other retailers |
| Week4 | Management of Retailing Operations: Retailing management and "the total performance model |
| October | |
| Week1 | Functions of retail management |
| Week2 | Strategic retail management process |
| Week3 | Retail planning - importance and process |
| Week4 | Developing retailing strategies, Objectives, Action Plans |
| **November** |  |
| Week1 | Pricing, Location Strategies |
| Week2 | Revision & Tests |
| Week3 | Revision & Tests |