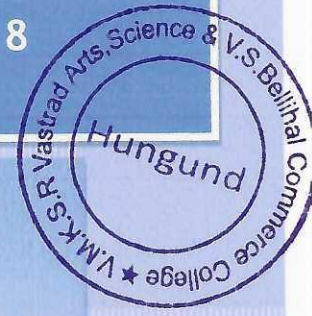


V. M. V. V. Sangha's
Vijaya Mahantesh Krupaposhit S. R. Vastrad Arts, Science and V.
S. Bellihal Commerce College, Hungund - 587 118



Certificate Course in
'Retail Management'
for B.A. Students
2021-2022

Department of Commerce



Prof. B. A. Kanthi
Course Coordinator

Dr. S. R. Golagond
Coordinator, IQAC

Prof. (Smt) S. K. Math
Principal



From,
Basavaraj Kanthi
Head, Department of Commerce
V. M. K. S. R. Vastrad Arts, Science &
V. S. Bellihal Commerce College,
Hungund

To,
The Principal
V. M. K. S. R. Vastrad Arts, Science &
V. S. Bellihal Commerce College,
Hungund

Respected madam,

Sub: Requesting to conduct certificate course for B.A. Students.

With reference to above, I request you to permit to conduct certificate course on 'retail management' of 30 days duration for B.A. students.

Thanking you madam,

Yours' faithfully

Date: 04/10/2021


Coordinator
IQAC
Vijaya Mahantesh Krupapohit S.R.Vastrad
Arts, Science & Vijay Shankarappa Bellihal
Commerce College, Hungund-587118
Dist:Bagalkote State:Karnataka


Principal
Vijaya Mahantesh Krupapohit
S.R Vastrad Art, Science & V.S.Bellihal
Commerce College, Hungund-587118



ESTD: 1967

V. MV. M. V. V. Sangha's

Post Box No.. 3

**Vijaya Mahantesh Krupapohit S. R. Vastrad Arts, Science
and V. S. Bellihal Commerce College, Hungund**

Prof.(Smt) S. K. Math

Principal Fax No:08351 – 260224

Affiliated to Rani Channamma University
Belagavi

24(08351)

Circular

All the students are hereby informed that college has conducting a certificate course on 'Retail Management Certificate Program' from 12-10- 2021 to 26-11- 2021 for B.A. Students. Interested students enrol your names at course coordinator shri. Basavaraj Kanthi.

Date: 09/10/2021

Coordinator
IQAC

Vijaya Mahantesh Krupapohit S.R.Vastrad
Arts, Science & Vijay Shankarappa Bellihal
Commerce College, Hungund-587118
Dist:Bagalkote State:Karnataka

Principal
Vijaya Mahantesh Krupapohit
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Commerce College, Hungund-587118



V. M. V. V. Sangha's
Vijaya Mahantesh Krupaposhit S. R. Vastrad Arts, Science and V. S.
Bellihal Commerce College, Hungund

Syllabus for Certificate Program
RETAIL MANAGEMENT

COURSE OBJECTIVE: The objective of the course is to enhance the students with the skills required to be directly employed as a sales or marketing executivemanager or to start a retail business of their own.

TimeDuration:30 days

NameofthePapers:

1. Retail Theory&Practices
2. Retail MarketingStrategy

Paper I :RetailTheory&Practices

Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing.

Books Recommended:

1. Levy Michael, Weitz Barton -RetailingManagement,Vedition,Tata McGraw-Hill ,New York, 2006
2. Berman Berry, Evans.-RetailManagement-A Strategic Management Approach Edition , Pearson Education, New York, 2006
3. Lukach. Bush Robert, Gresham Larry-Retailing, Houghton Mifflin Company, Boston, 1994
4. Pradhan Swapna-Retailing Management-Extend Cases, I Edition, Tata Mc Graw Hill, India, 2007.

Paper II :Retail Marketing Strategy

Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty

Recommended Books:

1. Levy Michael, Weitz Barton -RetailingManagement, VEdition, Tata McGraw-Hill, New York, 2006
2. Berman Berry, Evans.-RetailManagement-A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
3. PradhanSwapna-RetailingManagement-TextandCases, IIEdition,TataMcGrawHill, India, 2007.
4. NairSuja-RetailManagement,VEdition,HPH,Mumbai,2006



Evaluation through Examination

Question Paper

I. Answer any three of the following. (Each carries 10 marks)

3X10=30


1. what is Retail management and explain the needs.
2. Explain various types of retail management process.
3. Explain Retail Managers Roles, Skills and Scope.
4. what are the Strategy of sale


II. Answer any four of the following (Each carries 5 marks)

4X5=20

1. Explain scope of Retail management
2. Explain Organizational Environment in Retail Sector
3. Explain Pricing strategy
4. Explain social media marketing
5. What are the roll of marketing


Basavaraj Kanthi
Coordinator


Dr. S. R. Golagond
Coordinator
IQAC
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Smt. S. K. Math
Principal
Vijaya Mahantesh Krupapohit
S.R Vastrad Art, Science & V.S.Bellihal
Commerce College, Hungund-587118

3	Muttanna Upperi	Ab	Mudr	12-10-21
4	R.H. Baykal	RHB RHB	Mudr	13-10-21
5	Fakirappa	M	Mudr	16-10-21
	Pramod	RHB RHB	Mudr	18-10-21
7	Ravi Madar	RHB RHB	Mudr	21-10-21
	Sharanappa Walikar	SN SN	Mudr	22-10-21
	S.R. Chalamarad	RHB RHB	Mudr	23-10-21
	R.M. Sandimani	RHB RHB	Mudr	25-10-21
1	M.B. Antaratani	RHB RHB	Mudr	26-10-21
2	Mounesh	Mudr	Mudr	27-10-21
3	S.R. Walikar	Mudr	Mudr	28-10-21
4	S.M. Ambiger	Mudr	Mudr	29-10-21
	A.J. Kalaburagi	Mudr	Mudr	30-10-21
	S.B. Handaragal	Mudr	Mudr	02-11-21
	Netravati Tegihal	Mudr	Mudr	04-11-21
	S.S. Halpi	Mudr	Mudr	06-11-21
	A.M. Umachagi	Mudr	Mudr	08-11-21
	H.G. Kodagali	Mudr	Mudr	09-11-21

Coordinator
I.Q.A.C

Vijaya Mahantesh Krupapohit S.R. Vastrad
Vijaya Mahantesh Krupapohit Bellihal
Science & Vijay Shankarappa Bellihal
Commerce College, Hungund-587118
Dist: Bagalkote State: Karnataka

Principal
Vijaya Mahantesh Krupapohit
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Commerce College, Hungund-587118



V. M. V. V. Saugha's

Vijaya Mahantesh Krupaposhit S. R. Vastrad Arts, Science and V. S. Bellihal Commerce College, Hungund

CERTIFICATE COURSE ON "RETAIL MANAGEMENT 2021-22"



This is to Certify that Mr/Ms. **Adiyappa Chalmadi**.....

Of **V.M.V. V. Vastrad College Hungund**..... has participated in CERTIFICATE COURSE ON "RETAIL MANAGEMENT" organized by the Department of Commerce from 12-10-2021 to 26-11-2021 in our institution


Prof. B.A. Kanthi

Coordinator


Dr. S. R. Golagond

Coordinator IOAC
I Q A C

Vijaya Mahantesh Krupaposhit S.R. Vastrad
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Commerce College, Hungund-587118
Dist:Belgaokote State:Karnataka


Prof. S. K. Math

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S.R Vastrad Art, Science & V.S. Bellihal
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Vijaya Mahantesh Krupaposhit S. R. Vastrad Arts, Science and V. S.
Bellihal Commerce College, Hungund

CERTIFICATE COURSE ON "RETAIL MANAGEMENT 2021-22"

CERTIFICATE

This is to Certify that Mr/Mss. **B. M. Ganiger**

Of **V.M.V.V. Vastrad College Hungund**... has participated in CERTIFICATE COURSE ON

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Dr. S. R. Golagond

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I Q A C

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Prof. S. K. Math

Principal

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