**LESSON-PLAN (Session 2021-22) Even Semester**

**Name of Professor: MS. AMITA RANI**

**Subject: RETAIL MANAGEMENT**

**Class: B.COM III**

**Subject/Paper: BC-606 (i)**

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| **Sr. No.** | **Days**  | **Topics to be covered** | **Remarks if any** |
|  | **01-04-2022to 15-04-2022** | **Retailing: concept, characteristics and importance; theories of retailing** |  |
|  | **16-04-2022-30-04-2022** | **Strategic planning in retailing; planning location of retail institution: trading area analysis, deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site.** |  |
|  | **01-05-2022to 15-05-2022** |  **material handling.****Store management** |  |
|  | **16-05-2022-31-05-2022** | **blueprinting operations, deciding stores layout, energy management** |  |
|  | **01-06-2022to 15-06-2022** |  **security issues; applications of information technology in retailing.** |  |
|  | **16-06-2022-30-06-2022** | **Trends in retailing in India; FDI in retail.** |  |
|  | **01-07-2022to 16-07-2022** | **revision** |  |

\*Vacation as per university calendar

\*Assignments and unit test will be taken as per schedule.