

**HINDUSTAN COLLEGE OF SCIENCE AND TECHNOLOGY,
FARAH, MATHURA**

MBA Department

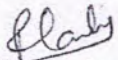
HCST/MBA/2022

Date: 29-07-2022

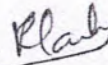
NOTICE

All the students are hereby informed that the department of MBA is going to organize a training course in "Retail Management & Merchandising" (36 hrs. teaching+ practice session) in the department from 06-08-2022.

All students of the 2nd year are required to register themselves before the commencement of the course. For any queries, you can talk to the course coordinator.

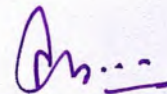


**Mr. Raja Pandey
Course Coordinator**



**Mr. Raja Pandey
Head of Department**

**HEAD
MBA Department
Hindustan College of Science & Technology
Farah, Mathura**



**Director
Hindustan College of
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HINDUSTAN COLLEGE OF SCIENCE & TECHNOLOGY,
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MBA DEPARTMENT



Value Added Course

VMBA002 – Retail Management & Merchandising

06 Aug, 2022 – 19 Nov, 2022 - Every Saturday: 10:00 AM – 12:00 PM



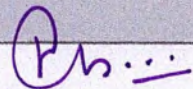
By

Dr. Raja Pandey

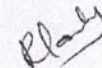
*Assistant Professor, MBA Department
Hindustan College of Science & Technology*

Registration Dates
01 Aug 2022 – 13 Sept 2022

For Registration: Please contact
Mr. Raj Kumar, office Assistant
MBA Department


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Value Added Course
VMBA002 – Retail Management & Merchandising

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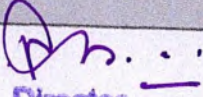
Course Objectives

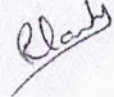
The main objective of this value added course are as follows:

1. To make students aware about the definition of retail selling, and explore the techniques and the process of retail selling
2. To make students understand importance of global retail channels & distribution
3. Identify Social & Economic Impact of Retailing
4. Assess evolution of modern retail & trends

Course Syllabus

Units	Details	Course Out comes
1	Introduction and history of Retail Management	
2	Selling Techniques and processes in Retail , Production Preparation of media	CO1
3	Introduction to Retailing: Definition, Characteristics, emerging trends in retailing, Evolution of retailing in India, Factors behind the change of Indian retail industry	CO2
4	Retail Merchandising: Buying Organization Formats and Processes, Devising Merchandise Plans, Shrinkage in retail merchandise management	CO3
5	Merchandise Pricing: Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing.	CO4
		CO5


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VMBA002 – Retail Management & Merchandising



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Course Outcomes

- CO1** Clarify the concept and related terms in retailing
- CO2** Acquire knowledge of the ways retailers use marketing tools and techniques to interact with their customers.
- CO3** Understand various formats of retail in the industry
- CO4** Comprehend retail merchandising, pricing & strategies.
- CO5** Recognize and understand the operations-oriented policies, methods, and procedures of retail management

CO-PO Mappings

COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	3												2
CO2	2	3												2
CO3	2			3						2	2	2	2	
CO4			2	3						2	2	2		3
CO5			2	3										3
Average	2	3	2	3						2	2	2	2	3

Evaluation Criteria: Evaluation of Practical assignments, Group project, Viva/Quiz

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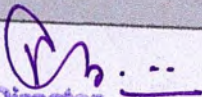
Value Added Course
VMBA002 – Retail Management & Merchandising

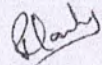


Program Schedule

06 Aug, 2022 – 19 Nov, 2022 - Every Saturday: 10:00 AM – 12:00 PM

Session	Date	Time	No of Hours	Session Topic	Resource Person
1	6/8/2022	10:00 AM – 12:00 PM	2	Introduction and history of Retail management	Dr. Raja Pandey
2	13/08/2022	10:00 AM – 12:00 PM	2	Selling Techniques and processes in Retail	Dr. Raja Pandey
3	20/08/2022	10:00 AM – 12:00 PM	2	Retailing: Definition, Characteristics of retailing	Dr. Raja Pandey
4	27-08-2022	10:00 AM – 12:00 PM	2	Production Preparation of media	Dr. Raja Pandey
5	3/9/2022	10:00 AM – 12:00 PM	2	Emerging trends in retailing	Dr. Raja Pandey
6	10/9/2022	10:00 AM – 12:00 PM	2	Evolution of retailing in India	Dr. Raja Pandey
7	17/09/2022	10:00 AM – 12:00 PM	2	Retail Merchandising	Dr. Raja Pandey
8	24/09/2022	10:00 AM – 12:00 PM	2	Buying Organization Formats and Processes	Dr. Raja Pandey
9	1/10/2022	10:00 AM – 12:00 PM	2	Shrinkage in retail merchandise management	Dr. Raja Pandey
10	8/10/2022	10:00 AM – 12:00 PM	2	Merchandise Pricing: Concept of Merchandise Pricing	Dr. Raja Pandey
11	15/10/2022	10:00 AM – 12:00 PM	2	Pricing Objectives	Dr. Raja Pandey
12	22/10/2022	10:00 AM – 12:00 PM	2	External factors affecting a retail price strategy	Dr. Raja Pandey
13	29/10/2022	10:00 AM – 12:00 PM	2	Pricing Strategies in Retail	Dr. Raja Pandey
14	5/11/2022	10:00 AM – 12:00 PM	2	Types of Pricing in retail	Dr. Raja Pandey
15	12/11/2022	10:00 AM – 12:00 PM	2	Factors behind the change of Indian retail industry	Dr. Raja Pandey
16	19/11/2022	10:00 AM – 4:00 PM	6	Modern retail & trends/Project	Dr. Raja Pandey
Total Number of Hours covered			36		


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MBA Department

CLASS TIME TABLE FOR ODD SEMESTER 2022

I Period Section →	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY	
	A	B	A	B	A	B	A	B	A	B	A	B
1st Period 9.40 to 10.30	FAM SS	BC RP	BC RP	ME KS	ME KS	BS&A MS	MM SS	FAM SS	FAM SS	BS&A MS	VMBA 002 (Value Added Course) 10.00 AM To 12.00PM Retail & Merchandising Management	
2nd Period 10.30 to 11.20	HV&E Shantanu		HV&E Shantanu		TM KS	IE Shashi Shekhar		HV&E Shantanu				
	PDP	PDP	BS&A MS	MM SS	BC RP	FAM SS	BC RP	ME KS	BS&A MS	ME KS		
3rd Period 11.20 to 12.10	SM KS		SM KS		PDP		AI&ML / EID Faculty / Shashi Shekhar		IE Shashi Shekhar			
	PDP	PDP	DT RP	BC RP	BS&A MS	MM SS	FAM SS	MM SS	MCOB RP	MCOB RP		
4th Period 12.10 to 1.00	AI&ML / EID Faculty / Shashi Shekhar		IAPM MS		PDP		MA MS		CB&MC SS			
	MM SS	MCOB RP	MM SS	MCOB RP	FAM SS	BC RP	ME KS	BC RP	MCOB RP	MCOB RP		
1.00 to 1.30	Lunch Hours											
5th Period 1.30 to 2.20	BC RP	MM SS	ME KS	DT RP	MM SS	ME KS	BS&A MS	DT RP	PDP	PDP	VMBA 003 (Value Added Course) 01.00 PM To 03.00PM Essential Computing Skills for Managers	
	ERLL KS		TM KS		AI&ML / EID Faculty / Shashi Shekhar		IAPM MS		DABD / IBM KS			
6th Period 2.20 to 3.10	MCOB RP	FAM SS	MCOB RP	BS&A MS	Counselling		DT RP	BS&A MS	PDP	PDP		
	DABD / IBM KS		CB&MC SS		ERLL KS		SM KS		FPTM MS			
7th Period 3.10 to 4.00	IT Skills AP	Min Project KS	Sports		Sports	IT Skills AP	Sports		ME KS	FAM SS		
	MA MS		ERLL KS		DABD / IBM KS		FPTM MS		MA MS			
8th Period 4.00 to 4.50	Min Project KS	IT Skills AP	Min Project KS		IT Skills AP	Sports	Min Project KS		Min Project KS			
	STPR SS		STPR SS		STPR SS		STPR SS		STPR SS			

Dr. :-
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Department of MBA

Value Added Course - Registration sheet

Course Name: Retail Management & Merchandising

Course Code: VMBA 002

Session 2022-23 (Year 2022)

Sr. No.	Roll No.	Name	Department	Semester	Signature of Student
1	2100640700001	Akash Benerjee	MBA(HCST)	III	Akash
2	2100640700002	Amisha Kumari	MBA(HCST)	III	Amisha
3	2100640700003	Anjali Mourya	MBA(HCST)	III	Anjali
4	2100640700004	Ankita Raj	MBA(HCST)	III	Ankita
5	2100640700005	Kumari Raghni	MBA(HCST)	III	Raghni
6	2100640700006	Lalitesh Kumar	MBA(HCST)	III	Lalitesh
7	2100640700007	Nikhil Agarwal	MBA(HCST)	III	Nikhil
8	2100640700008	Pankaj Kumar	MBA(HCST)	III	Pankaj
9	2100640700009	Preksha Jain	MBA(HCST)	III	Preksha
10	2100640700010	Shradha Mudgal	MBA(HCST)	III	Shradha

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Department of MBA

Value Added Course - Attendance sheet

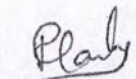
Course Name: Retail Management & Merchandising Course Code: VMBA 002

Session 2022-23 (Year 2022)

Session wise Attendance Sheet

S. No.	Roll No.	Name	SEM	Signature of the Students															
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
				6-Aug	13-Aug	20-Aug	27-Aug	3-Sep	10-Sep	17-Sep	24-Sep	1-Oct	8-Oct	15-Oct	22-Oct	29-Oct	5-Nov	12-Nov	19-Nov
1	2100640700001	Akash Benerjee	III	Akash	Akash	Akash	Akash	Akash	Akash	Akash	Akash	Akash	Akash	Akash	Akash	Akash	Akash		
2	2100640700002	Amisha Kumari	III	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha	Amisha		
3	2100640700003	Anjali Mourya	III	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali		
4	2100640700004	Ankita Raj	III	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita		
5	2100640700005	Kumari Raghni	III	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni	Raghni		
6	2100640700006	Lalitesh Kumar	III	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh	Lalitesh		
7	2100640700007	Nikhil Agarwal	III	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil	Nikhil		
8	2100640700008	Pankaj Kumar	III	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj	Pankaj		
9	2100640700009	Preksha Jain	III	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha	Preksha		
10	2100640700010	Shradha Mudgal	III	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha	Shradha		


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HINDUSTAN COLLEGE OF SCIENCE & TECHNOLOGY,
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Certificate of Completion

MBA DEPARTMENT
Academic Session 2022-23

This is to certify that Mr/Ms. Pankaj Kumar (Roll No: 2100640700008),
MBA Department has successfully completed 36 hours of Value Added Course VMBA002
titled "Retail Management & Merchandising".

Pankaj
Head of Department

Pankaj
Course Coordinator

Pb...
Director

Pankaj
HEAD
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Pb...
Director
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Certificate of Completion

MBA DEPARTMENT
Academic Session 2022-23

This is to certify that Mr/Ms. Amisha Kumari (Roll No: 2100640700002),
MBA Department has successfully completed 36 hours of Value Added Course VMBA002
titled "Retail Management & Merchandising".

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Course Coordinator

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Director

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