

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT**

**DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE PLAN**

Name: - Dr. Nancy Arora

Subject Name: - Principles of Retailing

Branch/Semester: - 5th

Subject Code:- BBA- 302

Sr. No.	Lecture No.	Topics To Be Covered	Planned on	Covered On	Remarks
1	L 1	Definition and nature of retailing	25/07/19		
2	L 2	Functions of retailers	26/07/19		
3	L 3	Classification of retailers.	30/07/19		
4	L 4	Importance of retailing in the Indian economy	01/08/19		
5	L 5	The concept of organised retail	02/08/19		
6	L 6	The concept of unorganised retail	05/08/19		
7	L 7	Difference between organized retailing and unorganized retailing.	08/08/19		
8	L 8	Nonstore retailing	09/08/19		
9	L 9	Service retailing.	12/08/19		
10	L 10	Retailing as a career.	16/08/19		
11	L 11	Retail Customer	19/08/19		
12	L 12	Stages of the customer buying Process	22/08/19		
13	L 13	Types of consumer buying behaviours	23/08/19		
14	L 14	Factors affecting buying decision process	26/08/19		
15	L 15	Case Study	29/08/19		
16	L 16	Consumer decision making procedure in retail perspective	30/08/19		
17	L 17	Store Location; meaning	02/09/19		
18	L 18	types of retail locations,	05/09/19		
19	L 19	Factors for choosing a location.	06/09/19		

20	L 20	Store layout and Design	09/09/19		
21	L 21	Key considerations in store layout	12/09/19		
22	L 22	Factors of design decisions	13/09/19		
23	L 23	Importance of layout	16/09/19		
24	L 24	Steps for designing layout.	19/09/19		
25	L 25	The Retailing Organisations	20/09/19		
26	L 26	Organisation structures.	26/09/19		
27	L 27	HR functions in these organizations	27/09/19		
28	L 28	Examples of HR functions in these organizations	30/09/19		
29	L 29	Details of Organisations	01/10/19		
30	L 30	Exampmples of Retail Merchandising	03/10/19		
31	L 31	Case Study	04/10/19		
32	L 32	Meaning, the process of merchandise planning,	07/10/19		
33	L 33	Merchandise budget	10/10/19		
34	L 34	Methods of merchandise procurement,	14/10/19		
35	L 35	Controlling the merchandise.	17/10/19		
36	L 36	Technology in retailing	28/10/19		
37	L 37	Case Study	31/10/19		
38	L 38	Revision	07/11/19		
39	L 39	Revision	08/11/19		
40	L 40	Revision	11/11/19		