

**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur**

**Department of Commerce**

**Structured Work Plan for Teaching (June: 2021 to November 2021)**

**Class : B.Voc.- II RM & IT, Sem.III**

**Subject : Retail Merchandising Management I**

**Name of Teacher : Miss.A.K.Balsaraf**

<b>Summary of Teaching Plan</b>				
<b>Unit</b>	<b>Chapter &amp; Contents</b>		<b>No. of Lectures</b>	<b>Date</b>
<b>Unit - 1</b>	<b>Introduction to Retail Management</b>		<b>13</b>	02.07.2021 to 26.07.2021
	1.1	Meaning, Definition and Significance of Retailing	03	
	1.2	Characteristic and Functions of Retailing	03	
	1.3	Types of Retailers	03	
	1.4	Retail Management strategy and it's competitive advantages		
	1.5	Factors affecting global retailers to India	01	
<b>Unit - 2</b>	<b>Merchandise Management and it's Retail Pricing</b>		<b>14</b>	27.07.2021 to 24.08.2021
	2.1	Meaning & Definition of merchandise management	01	
	2.2	Types of Merchandising and process of Merchandising planning	03	
	2.3	Assortment of products & strategy- Meaning, Definition, Characteristic and components of assortment strategy	04	
	2.4	Merchandiser-Meaning and Role	03	
	2.5	Retail price- Concept, elements and pricing strategies	03	
<b>Unit - 3</b>	<b>Network</b>		<b>13</b>	23.08.2021 to 24.09.2021
	3.1	Introduction to network-it's benefits	03	
	3.2	Types of network	02	
	3.3	Types of LANs-Intranet	04	
	3.4	Extranet-Virtual sharing data and hardware in a LAN	02	
	3.5	Virtual offices network security firewall	02	
<b>Unit - 4</b>	<b>Electronic Payment Systems</b>		<b>12</b>	25.09.2021 to 02.11.2021
	4.1	Overview of electronic payment system	02	
	4.2	Cybercash	02	
	4.3	Smart card	02	
	4.4	Electronic banking	02	
	4.5	Electronic fund transfer	02	

**HoD**

**Subject Teacher**

**Rajarshi Shahu Mahavidyalaya, (Autonomus), Latur**

**Department of Commerce**

**Structured Work Plan for Teaching (December : 2021 to April 2022)**

Class : B.VOC II (RM&IT) Sem: IV

Subject : Retail Merchandising Management II

Paper : Retail Merchandising Management II

Name of Teacher : Prof.Balsaraf A.K.

<b>Summary of Teaching Plan :</b>				
<b>Unit</b>	<b>Chapter / Topics</b>		<b>No. of</b>	<b>Date</b>
<b>Unit - 1</b>	<b>Franchising, Brand and Mall Management</b>		<b>15</b>	22/12/2021 to 19/01/2022
	1.1	Meaning of franchising.	03	
	1.2	Advantages and Disadvantages of Franchising	03	
	1.3	Brand-Introduction, Definition, Elements,	03	
	1.4	Meaning of Mall & Factors affecting the success of Malls	03	
	1.5	Types of Malls.	01	
	1.6	Problems of Mall developers in India.	02	
<b>Unit - 2</b>	<b>Retail Communication and Promotion</b>		<b>15</b>	20/01/2022 to 12/02/2022
	2.1	Introduction and Methods of communication with customers.	03	
	2.2	Advertising – Concept, Types and importance of advertising	04	
	2.3	Popular media vehicles used in the Indian retail industry.	03	
	2.4	Personal selling – Meaning & its process.	03	
	2.5	Promotion-Meaning, Definition, Nature and Objectives	02	
<b>Unit - 3</b>	<b>Brand Management</b>		<b>15</b>	16/02/2022 to 10/03/2022
	3.1	Meaning and Definition of Brand	02	
	3.2	Steps in Building Brand Name Product or Service	03	
	3.3	Brand Attributes and Brand Positioning	04	
	3.4	Brand identity concept definition sources of brand identity	03	
	3.5	Introduction to brand image difference between brand identity and brand image	03	
<b>Unit - 4</b>	<b>Operating Systems</b>		<b>15</b>	11/03/2022 to 16/04/2022
	4.1	Meaning of Operating System	02	
	4.2	Main Functions of an Operating System	04	
	4.3	Memory Management	03	
	4.4	Virtual Memory-Meaning, Advantages and Disadvantages	03	
	4.5	File Management	03	

**HoD**

**Subject Teacher**