



**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI**  
**TEACHING AND EXAMINATION SCHEME**

**COURSE NAME : ADVANCE DIPLOMA IN RETAIL MANAGEMENT**

**COURSE CODE : RB**

**DURATION OF COURSE : ONE YEAR**

**WITH EFFECT FROM 2009-10**

**YEAR : FIRST**

**DURATION : 32 WEEKS**

**PATTERN : PART TIME - YEARLY**

**SCHEME : Y**

SR. NO.	SUBJECT TITLE	Abbreviation	SUB CODE	TEACHING SCHEME			EXAMINATION SCHEME									
				TH	TU	PR	PAPER HRS	TH (1)		PR (4)		OR (8)		TW (9)		SW (16009)
								Max	Min	Max	Min	Max	Min	Max	Min	
1	Retail Marketing Management	RMM	13707	02	--	02*	03	100	50	50#	25	--	--	--	--	100
2	Retail Merchandise & Retail Channel	RMR	13708	02	--	02*	03	100	50	50@	25	--	--	--	--	
3	Research Methodology	RMD	13709	02	--	02*	03	100	50	--	--	--	--	50@	25	
4	H R Management & Legal Aspect of Retailing Business	HRM	13710	02	--	02*	03	100	50	--	--	--	--	50@	25	
5	Finance in Retail	FRM	13711	02	01	--	03	100	50	--	--	--	--	50@	25	
6	Supply Chain Management	SCM	13712	02	--	02*	03	100	50	50#	25	--	--	--	--	
7	Project Work	PRO	13713	--		02	--	--	--	--	--	50#	25	50@	25	
<b>TOTAL</b>				<b>12</b>	<b>01</b>	<b>07</b>	<b>--</b>	<b>600</b>	<b>--</b>	<b>150</b>	<b>--</b>	<b>50</b>	<b>--</b>	<b>200</b>	<b>--</b>	<b>100</b>

Student Contact Hours Per Week: **20 Hrs.**

**THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.**

Total Marks : **1100**

@ Internal Assessment, # External Assessment, Ø Common to All Conventional Diploma, #\* Online Examination,  No Theory Examination,

\* On alternate week.

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work.

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject is to be converted out of 100 marks as sessional work.
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms
- Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code.

**COURSE NAME : ADVANCE DIPLOMA IN RETAIL MANAGEMENT**

**COURSE CODE : RB**

**YEAR : FIRST**

**SUBJECT TITLE : RETAIL MARKETING MANAGEMENT**

**SUBJECT CODE : 13707**

**Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS	TH	PR	OR	TW	TOTAL
02	--	02*	03	100	50#	--	--	150

\* PR on alternate week.

**NOTE:**

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 100 and to be entered in mark sheet under the head Sessional Work. (SW)

**Rationale:**

Subject deals with the understanding of the importance of Retail Marketing.

It also emphasizes on the need & development of the present scenario in retail Sector

**Objectives:**

The students will be able to:

- 1) Focus on the framework & Knowledge which helps in taking right decisions.
- 2) Provide an approach to the management of Retail Business.

**Contents: Theory**

<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>	<b>Marks</b>
01	Opening the gateways of Retailing Role, relevance & emerging trends scope, function, challenges.	04	08
02	Retail & Marketing, Need, Development, Definition, Concept of Marketing, Marketing Management, The Marketing Environment of the Company, Marketing Orientations.	04	08
03	Types of Retailers, Characteristics of retailers. Theories of Retail development: Environmental ,cyclical & conflict theory. Concept of life cycle in retail.	06	08
04	Retail in India. - Present Scenario, Factors affecting retailing in India. Retailing opportunities in India. Retail planning process. Factors to be considered for Retail Planning, making complete business plan. Retail Strategy implementation.	06	08
05	Retail store locations. Types, Steps Methods & Approaches to Retail strategy & Marketing Planning. Purpose of Retailing Plan, problems, Reasons of Poor planning, Structure of Plan., Combination, Business situation Effective marketing , Monitoring the plan.	06	08
06	The Management of Retail Brands, Role, Position, Royalty, Brands Proposition, Brand Name, brand Updating, successful Brand, Own brands, Corporate Branding, Types of Brand.	06	08
07	Objectives, Budget, Principles of Retail advertising, communication process – communication models for retail Management.	08	12
08	Types of retail advertising Factors to be considered for Advertisement: - Purpose, Role & functions, types of Advertising. Advertising & Marketing Mix:-Meaning, Importance, Different promotional tools. Sales promotion: - Types, Planning for sales promotion program, Push & Pull Strategy. Implementing an advertising plan- Deciding the objectives, Retail Selling- qualities of retail selling & the selling process.	10	16
09	Pricing- Determining price, Concept of retail price, Different Strategies for setting prices for retail sectors	04	08
10	Pricing services- Matching Supply & Demand, Determining service quality.	04	08
11	Pricing Policies/ Strategies- Marketing Skimming, Marketing penetration, Bundle pricing, Leader pricing, Multi-Unit pricing, Everyday low pricing, odd pricing, single pricing.	06	08
<b>Total</b>		<b>64</b>	<b>100</b>

**Assignments:**

1. Term work shall consist of two Presentations on the following topic related to the curriculum under the guidance of the subject teacher.

- a. Collect the Pricing policies of two different malls & do the presentation on the strategies followed by the same.
- b. Do the Presentations on the two different Malls in which they have to study the Advertising plan & Sales promotion techniques followed by each mall.

**Note:** - The student have to do the survey of two different mall, they have to collect all the information related topic given by the concern faculty. While doing the presentation first they have to explain the basic concept of the topic & then they have to explain the analysis of the collected data for both the presentations.

**Practical :- Presentation in front of External & Internal Examiner**

**Learning Resources:**

**Book:**

Sr. No.	Author	Title	Publisher
1	Levy & Weitz	Retailing Management (5 <sup>th</sup> Edn)	Tata McGraw Hill
2	Swapna Pradhan,	Retailing Management	Text & Cases, Swapna Pradhan, Tata McGraw Hill
3	Gopal V.V.	Perspective & Cases:- Retail Management	The ICFAT Uni-Press Hyderabad
4	Newman Andrew & Cullen Peter	Retail ; Environment & Operations	Thomson South Western

**Websites:**

1. [www.integratedretail.com](http://www.integratedretail.com)
2. [www.retailindustry.about.com](http://www.retailindustry.about.com)
3. [www.walmartstores.com](http://www.walmartstores.com)
4. [www.fmi.org](http://www.fmi.org)
5. [www.rila.org](http://www.rila.org)
6. [www.stores.org](http://www.stores.org)

**COURSE NAME : ADVANCE DIPLOMA IN RETAIL MANAGEMENT.**

**COURSE CODE : RB**

**YEAR : FIRST**

**SUBJECT TITLE : RETAIL MERCHANDISE & RETAIL CHANNEL**

**SUBJECT CODE : 13708**

**Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS	TH	PR	OR	TW	TOTAL
02	--	02*	03	100	--	50@	--	150

\* PR on alternate week.

**NOTE:**

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 100 and to be entered in mark sheet under the head Sessional Work. (SW)

**Rationale:**

The subject deals not only with theoretical concepts of merchandising but also Stresses on the applications of this conceptual material for marketing strategies

**Objectives:**

The students will be able to:

- 1) Understand the importance of merchandising in Retail Management.
- 2) Give emphasis on the role & responsibility of Merchandise planning process.

**Contents: Theory**

Chapter	Name of the Topic	Hours	Marks
01	Basic retail Merchandising – Introduction, Evolution Function merchandiser Role & Responsibilities. Planning, Directing, coordinating, Controlling.	04	08
02	The Buyer – Role & Responsibilities , Buying process , Functions of buying for different types of organizations: Buying for single & chain stores, Direct mail, Home shopping, e-retailing. Concept of lifestyle merchandising	04	06
03	Merchandise planning process : Concept Implications, Finance, Marketing , Warehousing & Logistics, Store operations	04	08
04	Developing the sales forecasting for Retailing, staple merchandise categories, Fashion merchandise Categories. Determine the merchandise, Assortment, forecasting for retailing business.	08	12
05	Retail Channels for interacting customers, store channel, catalog channel, internet channel, capabilities needed for multichannel retailing- a) who has these critical resources b) Do manufactures use the electronic channel c) Which channel is the most profitable.	08	12
06	Store Design – Objective- Importance Exterior & interior store design, fixture Flooring & Ceilings, lighting, Graphics & Signage's., Store design – Types of Layouts, Directing the Flow of Traffic or the Circulation Plan, Layout selection. Space Management (Planning) –Space Allocated to merchandise Location of department. The use of Plano grams, Leveraging Space	10	14
07	Visual merchandise (Methods) - Fixtures, Presentation Techniques Atmospherics	06	10
08	Website Design- Simplicity Matters, Getting Around let them see it, Blend The Website With the store, Prioritize, Types of Layout.	06	10
09	Retail Franchising-Concept of Franchising, Evolution of franchising, Types of Franchising,advantages & limitations of franchising , franchising relationship. Franchising involved in retail: meaning , evolution, types of franchising, franchise market, franchising in India, growth potential, trends for Indian franchising	08	10
10	Mall management: factors affecting the success of malls, Concept of malls, size & few well-known malls	06	10
<b>Total</b>		<b>64</b>	<b>100</b>

**Assignments:**

1. Presentation based on Survey of mall for store design & the techniques used by the retailers
2. Presentation on utilization of space management for different Malls.

**Note:** - Here the student have to do the survey of two different mall, they have to collect all the information to related topic given by the concern faculty. While doing the presentation

first they have to explain the basic concept of the topic & then they have to explain the analysis of the collected data for both the presentations.

### Learning Resources:

#### Books:

Sr. No.	Author	Title	Publisher
1	Swapna Pradhan,	Retailing Management – Text & Cases	2 <sup>nd</sup> end, Tata McGraw Hill
2	Suja Nair, HPH	Retailing Management	HPH
3	Gupta S.L.	Retail Management	Wisdom Publications Delhi
4.	Levi M & Weitz B A	Retailing Management	Tata McGraw Hill, New Delhi

#### Websites:

1. [www.integratedretail.com](http://www.integratedretail.com)
2. [www.retailindustry.about.com](http://www.retailindustry.about.com)
3. <http://www.pantaloon.com/index.asp>
4. [www.walmartstores.com](http://www.walmartstores.com)
5. [www.fmi.org](http://www.fmi.org)
6. [www.rila.org](http://www.rila.org)
7. [www.stores.org](http://www.stores.org)

**COURSE NAME : ADVANCED DIPLOMA IN RETAIL MANAGEMENT**  
**COURSE CODE : RB**  
**YEAR : FIRST**  
**SUBJECT TITLE : RESEARCH METHODOLOGY**  
**SUBJECT CODE : 13709**

**Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS	TH	PR	OR	TW	TOTAL
02	--	02*	03	100	--	--	50@	150

\* PR on alternate week.

**NOTE:**

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 100 and to be entered in mark sheet under the head Sessional Work. (SW)

**Rationale:**

Subject deals with the basic concept of research which helps the students to do the report in appropriate way.

It will guide the student to understand the different quantitative as well as qualitative methods, Gathering the data & presenting the report in standard format.

**Objectives:**

The students will be able to:

- 1) Understand the scope & importance of Research Methodology.
- 2) Able to write the report & develop the skills for better presentation.



**Contents: Theory**

Chapter	Name of the Topic	Hours	Marks
01	Objective & Meaning of Research Methodology, Nature, Scope, Importance & Types of Research Methodology, Social research requirement for retail marketing e.g. Consumer behavior research, pricing research.	14	20
02	Organization structure of Research, Research Process, Research Design, Exploratory, Descriptive & Experimental Research Design.	12	20
03	Process of formulating research problem, Defining Problem, Hypothesis formulation, sources, qualities of workable hypothesis, Importance of Hypothesis, Types of hypothesis.	14	20
04	Methods of Data collection , Observational & survey methods , Administration of Survey , field work , tabulation of Data	12	20
05	Report Writing, Layout of report, Use of computers in research, essential qualities of research report.	12	20
<b>Total</b>		<b>64</b>	<b>100</b>

**Term Work consists of:**

1. Student will have to prepare the Questionnaire for one research report
2. Collection of Secondary data from Magazines on any retail sector & presentation on it.

**Learning Resources:****Book:**

Sr. No.	Author	Title	Publisher
1	C. R. Kothari	Research Methodology	New Age International Publication
2	Dr. S. Shajahan	Research Methods for Management	A Jaico Book
3.	Cooper & Schindler	Business Research Methods	Tata McGraw Hill, New Delhi

**COURSE NAME : ADVANCED DIPLOMA IN RETAIL MANAGEMENT**  
**COURSE CODE : RB**  
**YEAR : FIRST**  
**SUBJECT TITLE : HUMAN RESOURCE MANAGEMENT & LEGAL ASPECT OF RETAILING BUSINESS**  
**SUBJECT CODE : 13710**

**Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PRE	PAPER HRS	TH	PR	OR	TW	TOTAL
02	--	02*	03	100	--	--	50@	150

\* PR on alternate week.

**NOTE:**

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 100 and to be entered in mark sheet under the head Sessional Work. (SW)

**Rationale:**

This subject deals with human resource development and emphasize on the importance of manpower planning and developing manpower strategies.

**Objectives:**

The students will be able to:

1. Decide scope of manpower planning
2. Need for developing skills

**Contents: Theory**

Chapter	Name of the Topic	Hours	Marks
01	HRM-Need, Objectives, Importance in Retail Sectors Global trends in HRM, Challenges in HRM Faced by Retailers, Manpower planning & organization structure , Objectives of HRM : Manpower planning & organizational structure, policy & procedure, Facilities & Administrative Strategies	04	10
02	Bridging the Human Resource Gap, Methods of recruitment, Direct Methods, Indirect Methods, Recruitment- Job Analysis & Job Recruitment Retail training: Concepts & Role of Training Socializing & Training new employees, Career planning – Succession plans.	12	18
03	Compensation packages, Performance Appraisal, Developing skills: Employee Skill, Commitment & Motivation.	14	20
04	Use of Technology: Meaning of IT & its growing role in retailing, campaign management & Case Study.	04	10
05	Human Resource development:- Soft Skills for Retail Organization, Communication, Team Building, Leadership Development.	10	12
06	Negotiable Act, Shop Establishment Act.	08	10
07	Sales of Goods Act, Consumer Protection Act	08	10
08	Elementary Information of Indirect taxes related to Retailing Business like Excise Duties, Octroi, and VAT.	04	10
<b>Total</b>		<b>64</b>	<b>100</b>

**Assignments:**

1. Prepare write up for one Case Study and make a presentation ( 10 Mark)
2. Presentation on Business Communications (one of 20 marks)
3. Assignment on any one Act suggested by the subject teacher. (one of 20 marks)

**Learning Resources:****Books:**

Sr. No.	Author	Title	Publisher
1.	Swapna Pradhan,	Retailing Management – Text & Cases	2 <sup>nd</sup> end, Tata McGraw Hill
2.	Levi M & Weitz B A	Retailing Management	Tata McGraw Hill, New Delhi

**Websites:**

1. [www.workforceonline.com](http://www.workforceonline.com)
2. [www.fairmeasures.com](http://www.fairmeasures.com)
3. [www.law.cornell.com](http://www.law.cornell.com)

**COURSE NAME : ADVANCED DIPLOMA IN RETAIL MANAGEMENT**  
**COURSE CODE : RB**  
**YEAR : FIRST**  
**SUBJECT TITLE : FINANCE IN RETAIL**  
**SUBJECT CODE : 13711**

**Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS	TH	PR	OR	TW	TOTAL
02	01	--	03	100	--	--	50@	150

**NOTE:**

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 100 and to be entered in mark sheet under the head Sessional Work. (SW)

**Rationale:**

The subject deal with the basic framework of financial management in terms of basics of accounting, financial strategies, Planning & budgeting. It also throws lights on the evaluation of financial performance.

**Objectives:**

The students will be able to:

1. Understand the structure of financial accounting in terms of retail sectors.
2. Understand the types of ratios and also auditing & controlling.

**Contents: Theory**

Chapter	Name of the Topic	Hours	Marks
01	Structure of Financial Accounting :- structure of retail companies, basic Accounting principles , fundamental accounting concept ,	10	16
02	Objectives & Goals: Financial objectives, Societal Objectives, Personal Objectives.	04	04
03	Marginal Costing & Decision making:- Break even analysis, break up of the product, To determine the profitability of product & Customer analysis , types of choices of decisions	12	20
04	Planning & Budgeting, Flexible Budget, Master Budget, Budget Manual, Zero Base Budgeting, Sales Budget, Cash Budget.	10	16
05	Evaluating financial performance, type of ratio, management information system, analyzing performance, ensuring profits in retailing, auditing & controlling	12	20
06	Activity based costing (ABC), Classification of activities, Advantages of ABC.	04	04
07	Financial Strategy : , Strategic Profit Model, Profit Margin Management Path, Asset Management Path, Return on Assets	12	20
<b>Total</b>		<b>64</b>	<b>100</b>

**Assignments:**

Term work shall consist of two assignments on any topic of curriculum.

**Learning Resources:****Books:**

Sr. No.	Author	Title	Publisher
1	Newman Andrew J & Cullen Peter	Retail ; Environment & Operations	Thomson South Western
2	Levi M & Weitz B A	Retailing Management	Tata McGraw Hill,New Delhi
3.	Mr Khan & Jain	Financial Management	Tata McGraw Hill,New Delhi
4.	Jawahar Lal	Cost Accounting	Tata McGraw Hill,New Delhi

**Websites:**

1. [www.hoovers.com](http://www.hoovers.com)

**COURSE NAME : ADVANCED DIPLOMA IN RETAIL MANAGEMENT**  
**COURSE CODE : RB**  
**YEAR : FIRST**  
**SUBJECT TITLE : SUPPLY CHAIN MANAGEMENT**  
**SUBJECT CODE : 13712**

**Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS	TH	PR	OR	TW	TOTAL
02	--	02*	03	100	50#	--	--	150

\* PR on alternate week.

**NOTE:**

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 100 and to be entered in mark sheet under the head Sessional Work. (SW)

**Rationale:**

The subject deals with the basics of supply chain management & the emerging challenges that are up coming in the retail industry. It also equips the student about the Logistics techniques

**Objectives:** The students will be able to:

1. Understand the concept of supply chain management.
2. Understand the various concept & strategies in warehousing and supply chain management.

**Contents: Theory**

<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>	<b>Marks</b>
01	Supply chain Management- Concept of Supply Chain Management, Need, Evaluation, Issue Involved in Developing the Supply Chain framework., Supply Chain Integration- Short Life cycles High Volatility, Low Predictability.	08	12
02	Innovation in Supply Chain Management- Collaborating planning Forecasting & Replenishment (CPFR), Cross docking.	04	10
03	Logistics – Definition, Scope Concept Functions, Objectives Solution, Logistics future, How it is useful in Retail Management. Types of logistics – E- commerce Logistics, Reverse Logistic, Global Logistics, Strategic Logistic., The Food & Grocery supply Chain Retail Logistics. Emerging Concepts in Logistics.	04	10
04	Warehousing- Role, Functions, Warehouse site selection, Layout design, Decision model, Costing, Strategies. Virtual warehouse, warehousing in India. Performance Parameters	08	12
05	Key Roles in a store Environment – Customer Service, Budgeting & Planning Personnel, Communication, Legal compliance.	08	12
06	Elements/ Components of Retail operation Store Administration & management of the premises, Managing Inventory & Display, Managing Receipts Customer service. Managing Promotions, Events, Alliances & Partnership	12	16
07	Customer Services- Gathering Customer Information, Understanding the Customer , Services offered by Retailers, Customer Evaluation, Building a suitable Advantage, Customer Complaints	10	14
08	Inventory- Meaning, components & Objectives, The concepts of Inventory costs, Factors influencing Inventory management & Control, Benefits, Process, Control, Quantity & Period of Fixed order. Various Techniques of Inventory Control. ABC Analysis	10	14
<b>Total</b>		<b>64</b>	<b>100</b>

**Assignments:**

Presentations on: **Practical: Presentation in front of External & Internal Examiner**

1. Logistics (based on this topics he can choose different sub-topic from it)
2. Supply Chain Management.

**Note: - A simple presentation on any theoretical topics.**

**Learning Resources:****Books:**

<b>Sr. No.</b>	<b>Author</b>	<b>Title</b>	<b>Publisher</b>
1	Gopal V.V.	Perspective & Cases:- Retail Management	The ICFAT Uni-Press Hyderabad
2	Newman Andrew J & Cullen Peter	Retail ; Environment & Operations	Thomson South Western

**Websites:**

1. [www.walmartstores.com](http://www.walmartstores.com)
2. [www.fmi.org](http://www.fmi.org)
3. [www.rila.org](http://www.rila.org)
4. [www.stores.org](http://www.stores.org)



**COURSE NAME** : ADVANCE DIPLOMA IN RETAIL MANAGEMENT  
**COURSE CODE** : RB  
**YEAR** : FIRST  
**SUBJECT TITLE** : PROJECT WORK  
**SUBJECT CODE** : 13713

**Teaching and Examination Scheme:**

Examination Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	02	--	--	--	50#	50@	100

**\* 20 Days Practical Training**

**PROJECT WORK: Practical Training and Project Work –**

At the end of the first semester of study, each student shall have to undergo a practical training for period of 20 days and shall be examined for the same.

- a) Project work may be done individually or in groups in case of bigger projects, However if the project is done in groups each student must be given a responsibility for a distinct topic and care should be taken to see that the progress of the individual topic is independent of others.
- b) Students should take guidance from an internal guide and prepare a project report on the Project Work in three copies to be submitted to the Director of the Institute by 20th Feb of the concerned academic year.
- c) The Projects should clearly explain the project scope and reason for selecting the subject/ topic in detail. The objectives, methodology, graphs should also be enclosed.
- d) The Project Work will be duly assessed by the internal guide of the subject and the marks will be communicated to the Director of the Institute.
- e) Submission of the project report will be in the second sem. Marks will be communicated by the institute to the MSBTE at the time of submission of internal marks of all subjects.
- f) For the oral, the board has to send Management Faculty to take the External Viva of 50 Marks.