Government College Kheri Gujran Faridabad

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Class : B.Com 2nd Year (3rd Semester)

Subject of Lesson Plan: Basics of Retailing

Week 1
Week 1, Day 1 Meaning & nature of Retailing
Week 1, Day 2 Scope of Retailing
Week 1, Day 3 Scope of Retailing
Week 1, Day 4 Importance of Retailing
Week 1, Day 5 Importance of Retailing
Week 2
Week 2, Day 1 Growth and present size in Retailing
Week 2, Day 2 Career option in Retailing
Week 2, Day 3 Technology induction in retailing
Week 2, Day 4 Technology induction in retailing
Week 2, Day 5 Future of retailing in India.
Week 2, Day 6 Future of retailing in India.
Week 3
Week 3, Day 1 Types of Retailing
Week 3, Day 2 Stores classified by owners
Week 3, Day 3 Stores classified by owners
Week 3, Day 4 Stores classified by merchandising categories

Week 3, Day 5 Stores classified by merchandising categories
Week 3, Day 6 Stores classified by merchandising categories
Week 4
Week 4, Day 1 Wheel of retailing
Week 4, Day 2 Wheel of retailing
Week 4, Day 3 Traditional retail formats *vs.* modern retail formats in India
Week 4, Day 4 Traditional retail formats *vs.* modern retail formats in India
Week 4, Day 5 Traditional retail formats *vs.* modern retail formats in India
Week 4, Day 6 Store and non-store based formats
Week 5
Week 5, Day 1Cash and carry business – Introduction & its Meaning
Week 5, Day2 Nature of Cash and carry business
Week 5, Day 3
Week 5, Day 4 Scope of Cash and carry business
Week 5, Day 5 Retailing models – Franchiser – franchisee
Week 5, Day 6 directly owned
Week 6
Week 6, Day 1 Wheel of retailing
Week 6, Day 2 Wheel of retailing
Week 6, Day 3 Retailing life cycle
Week 6, Day 4 Co-operation and conflict with other retailers
Week 6, Day 5 Co-operation and conflict with other retailers
Week 6, Day 6 Retail planning

Week 7
Week 7, Day 1 importance and process of Retailing Planning
Week 7, Day 2, Developing retailing strategies
Week 7, Day 3, Objectives of Retail planning
Week 7, Day 4 Action plans
Week 7, Day 5 pricing strategies
Week 7, Day 6, location strategies
Week 8
Week 8, Day 1 Management of Retailing Operations
Week 8, Day 2 Retailing management and "the total performance model"
Week 8, Day 3 Retailing management and "the total performance model"
Week 8, Day 4 Functions of retail management
Week 8, Day 5, Functions of retail management
Week 8, Day 6, Strategic retail management process
Week 9,
Week 9, Day 1, Future of Retailing
Week 9, Day 2 Future of Retailing
Week 9, Day 3, Retailing India VS world
Week 9, Day 4, Retailing India VS world
Week 9, Day 5, Techology and Retailing
Week 9, Day 6, Rural Area and Retailing
Week 10,
Week 10, Day 1 Strategic Retailing
Week 10, Day 2 Strategic Retailing Objectives

Week 10, Day 3 Strategic retailing components
Week 10, Day 4 Strategic retailing components
Week 10, Day 5 Strategic retail management process
Week 10, Day 6 Strategic retail management process
Week 11
Week 11, Day 1 Previous Year Question Papers & Doubt Solving of Unit 1 & 2
Week 11, Day 2 Previous Year Question Papers & Doubt Solving of Unit 1 & 2
Week 11, Day 3 Previous Year Question Papers & Doubt Solving of Unit 1 & 2
Week 11, Day 4 Previous Year Question Papers & Doubt Solving of Unit 1 & 2
Week 11, Day 5 Previous Year Question Papers & Doubt Solving of Unit 1 & 2
Week 11, Day 6 Previous Year Question Papers & Doubt Solving of Unit 1 & 2
Week 12,
Week 12, Day 1, Previous Year Question Papers & Doubt Solving of Unit 3 & 4
Week 12, Day 2, Previous Year Question Papers & Doubt Solving of Unit 3 & 4
Week 12, Day 3, Previous Year Question Papers & Doubt Solving of Unit 3 & 4
Week 12, Day 4, Previous Year Question Papers & Doubt Solving of Unit 3 & 4

Week 12, Day 5 Previous Year Question Papers & Doubt Solving of Unit 3 & 4
Week 12, Day 6 Previous Year Question Papers & Doubt Solving of Unit 3 & 4
Week 13, 14, 15 and 16 **Revisions will be done only after taking consideration exam schedules.**

Note- Assignments will be given to students time to time.