

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

Department of Business Studies

| Semester : 5 th | | | |
|---------------------------------------|-------------|---|----------------|
| Course Title: PRINCIPLES OF RETAILING | | | |
| Course Code: BBA-302 | | | |
| S. No. | Lecture No. | Topics to be covered | Target Outcome |
| 1. | 1 | Retailing :Definition, meaning | CO 1 |
| 2. | 2 | Nature of Retailing | CO 1 |
| 3. | 3 | Importance of Retailing | CO 1 |
| 4. | 4 | Key Drivers of Retailing | CO 1 |
| 5. | 5 | Functions of Retailer | CO 1 |
| 6. | 6 | Classification of Retailer | CO 1 |
| 7. | 7 | Concept of Organized and organized Retailing | CO 1 |
| 8. | 8 | Difference between organized retailing and unorganized retailing. | CO 1 |
| 9. | 9 | Nonstore retailing and service retailing | CO 1 |
| 10. | 10 | Retailing as a career. | CO 1 |
| 11. | 11 | Retail Customer | CO 2 |
| 12. | 12 | stages of the customer buying process | CO 2 |
| 13. | 13 | types of consumer buying behaviours | CO 2 |
| 14. | 14 | factors affecting buying decision process | CO 2 |
| 15. | 15 | consumer decision making procedure in retail perspective | CO 2 |
| 16. | 16 | Store Location; meaning | CO 3 |
| 17. | 17 | types of retail locations | CO 3 |
| 18. | 18 | factors for choosing a location | CO 3 |
| 19. | 19 | Store layout and Design | CO 3 |
| 20. | 20 | key considerations in store layout | CO 3 |
| 21. | 21 | factors of design decisions | CO 3 |
| 22. | 22 | importance of layout | CO 3 |
| 23. | 23 | steps for designing layout | CO 3 |
| 24. | 24 | The Retailing Organisations | CO 3 |
| 25. | 25 | organisation structures and HR functions in these organizations | CO 3 |
| 26. | 26 | Retail Merchandising; meaning | CO 3 |
| 27. | 27 | the process of merchandise planning | CO 3 |
| 28. | 28 | merchandise budget | CO 3 |
| 29. | 29 | Significance of merchandizing budget | CO 3 |
| 30. | 30 | methods | CO 3 |

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| | | of merchandise procurement | |
| 31. | 31 | controlling the merchandise | CO 3 |
| 32. | 32 | Technology in retailing. | CO 4 |
| 33. | 33 | Types of technology used | CO 4 |
| 34. | 34 | Significance | CO 4 |
| 35. | 35 | Current Trends in Technology in Retailing | CO 4 |