

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION,
MUMBAI - 51**

1	Name of Course	CERTIFICATE COURSE IN RETAIL SYSTEM																																																													
2	Course Code	408224																																																													
3	Max. Nos. of Student	25 Students																																																													
4	Duration	1 Year																																																													
5	Type	Full Time																																																													
6	Nos. of Days / Week	6 Days																																																													
7	Nos. of Hours /Days	7 Hrs																																																													
8	Space Required	Theory Class Room – 200 sqft Practical – 800 sqft																																																													
9	Entry Qualification	S.S.C. Passed																																																													
10	Objective of Syllabus/ Introduction	<ul style="list-style-type: none">• To study about the market and marketing principles.• To study about the different types of retail trade.• To develop interest in Modern marketing trends.• To acquire skills in commercial activities like Banking, Insurance & Finance• To study about retail trade and channels of distribution.																																																													
11	Employment Opportunity	I. Wage Employment 1. Retail Salesman 2. Retail Assistant 3. Retail Manager 4. Work as Salesman in Malls/ Super Markets			II. Self Employment 1. Set up a retail shop. 2. Work as an agent in various markets. 3. Set up stalls in exhibitions & Trade Fairs																																																										
12	Teacher’s Qualification	M.Com.																																																													
13	Training System	<table><tr><th colspan="6">Training System Per Week</th></tr><tr><td colspan="2">Theory</td><td colspan="2">Practical</td><td colspan="2">Total</td></tr><tr><td colspan="2">18 Hours</td><td colspan="2">24 Hours</td><td colspan="2">42 Hours</td></tr></table>						Training System Per Week						Theory		Practical		Total		18 Hours		24 Hours		42 Hours																																							
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14	Exam. System	<table><tr><th>Sr. No.</th><th>Paper Code</th><th>Name of Subject</th><th>TH/PR</th><th>Hours</th><th>Max. Marks</th><th>Min. Marks</th></tr><tr><td>1</td><td>40822411</td><td>Marketing & Communications and Retail & Consumer Behavior</td><td>TH-I</td><td>3 hrs.</td><td>100</td><td>35</td></tr><tr><td>2</td><td>40822412</td><td>M I S & Advertising and Retail Marketing & Salesmanship</td><td>TH-II</td><td>3 hrs.</td><td>100</td><td>35</td></tr><tr><td>3</td><td>40822413</td><td>Retail Management and Market Segmentation & Rural marketing</td><td>TH-III</td><td>3 hrs.</td><td>100</td><td>35</td></tr><tr><td>4</td><td>40822421</td><td>Marketing & Communications and Retail & Consumer Behavior</td><td>PR-I</td><td>6 hrs.</td><td>100</td><td>50</td></tr><tr><td>5</td><td>40822422</td><td>M I S & Advertising and Retail Marketing & Salesmanship</td><td>PR-II</td><td>6 hrs.</td><td>100</td><td>50</td></tr><tr><td>6</td><td>40822423</td><td>Retail Management and Market Segmentation & Rural marketing</td><td>PR-III</td><td>6 hrs.</td><td>100</td><td>50</td></tr><tr><td></td><td></td><td>Total</td><td></td><td></td><td>600</td><td>255</td></tr></table>						Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks	1	40822411	Marketing & Communications and Retail & Consumer Behavior	TH-I	3 hrs.	100	35	2	40822412	M I S & Advertising and Retail Marketing & Salesmanship	TH-II	3 hrs.	100	35	3	40822413	Retail Management and Market Segmentation & Rural marketing	TH-III	3 hrs.	100	35	4	40822421	Marketing & Communications and Retail & Consumer Behavior	PR-I	6 hrs.	100	50	5	40822422	M I S & Advertising and Retail Marketing & Salesmanship	PR-II	6 hrs.	100	50	6	40822423	Retail Management and Market Segmentation & Rural marketing	PR-III	6 hrs.	100	50			Total			600	255
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SYLLABUS

Theory - I

Marketing & Communications and Retail & Consumer Behavior

Marketing & Communications

Chapter	Contents
<u>Chapter - 1</u> Introduction to Marketing	Definition market, marketing, Types of market, features. Marketing- features, objectives, advantages, evolution , Traditional v/s Modern concept of marketing, Marketing v/s Selling, Product life cycle, commercialization of a product.
<u>Chapter – 2</u> Banking	Definition and types of bank, Modern concept of banking- E –Banking, How to open and operate different types of bank accounts, Documents used in a bank.
<u>Chapter – 3</u> Insurance	Meaning and types of Insurance, Principles of Insurance, Terms used in Insurance, Principles of Insurance. Procedure for taking various policies and settlement of claims.
<u>Chapter – 4</u> Effective communication	Principles of communications, Communication process, Modern techniques of communications. Business correspondence, Lay out of a good business letter, Various business letters

Retail & Consumer Behavior

Chapter	Contents
<u>Chapter – 1</u> Book Keeping	Definition, Various terms, Journal, Ledger, Subsidiary books, Cash book – Petty cash book, Bank reconciliation statement, Final accounts.
<u>Chapter – 2</u> Forms of business organizations.	Sole trader, Joint Hindu family, Co-operative society, Public & Private enterprise, Departmental organizations, Govt. Company.
<u>Chapter – 3</u> Consumer Behavior	Importance of consumer psychology, buying motive, selling point. Types of customer- objections- closing the sales, Theories of motivation- Maslow 's theory, Feud's theory. Socio Economic theories.
<u>Chapter – 4</u> Introduction to Retail	Importance of Retail Trade, Distribution channels- Wholesaler, Retailer, Types of retailers, Present retail management techniques, Departmental stores, super markets, Malls, Franchise organizations.

Practical - I
Marketing & Communications and Retail & Consumer Behavior

Marketing & Communications

1. Visit to different types of markets and marketing organizations.
2. Case studies relating to marketing.
3. Visits to commercial banks, co operative banks, and foreign banks.
4. Visit to study the operation of ATM, Credit card, Debit card etc.
5. Visit to General Insurance companies to study various insurance policies related to business.
6. Practicals on online advertising, Forums, News groups, Bulletin boards,
Web communication- E mail, E-commerce.

Retail & Consumer Behavior

1. Visit to various accounting firms.
2. Maintain separate Journals for book keeping problems.
3. Visits to different organizations like sole trading concern, Joint Hindus family usiness, Partnership firms, Joint stock companies and other private and public enterprises.
4. Visits to shops and markets to study consumer behaviour.
5. Visit to wholesale and retail organizations to study marketing strategies.
6. Case studies and Group discussions.

Theory - II
MIS & Advertising and Retail Marketing & Salesmanship

MIS & Advertising

Chapter	Contents
<u>Chapter – 1</u> Principles of Management	Introduction to management, Evolution of management techniques, Functions of Management – Planning, Organising, Directing, Controlling, Motivating, Staff etc.
<u>Chapter – 2</u> Management Information System (MIS)	Use of computers and programmes, M S Office, Tally. Retail Information system. Retail Statutory obligations
<u>Chapter – 3</u> Physical Distribution and Supply Chain Management	Transport, Different modes of transport, Advantages and Disadvantages, Documents used in Transport, Warehousing documents, Supply chain management, Factors affecting supply chain management.
<u>Chapter – 4</u> Retail Advertising & Sales Promotion	Advertising and Publicity- Medias of advertising, Advertising agency. Sales Promotion techniques - Discounts, contests, window display- Pre purchase services – Post purchase services- Ancillary services.

Retail Marketing & Salesmanship

Chapter	Contents
<u>Chapter – 1</u> Retail Marketing	Consumer goods, Types of Consumer goods, Store design, Visual merchandising, Retail strategy, Retail marketing decisions, typical retail services.
<u>Chapter – 2</u> Merchandising Buying Management	Principles of purchasing, purchase procedure, documents used in purchasing, Quotation, Purchase order, Comparison value analysis, Inspection & Quality control.
<u>Chapter – 3</u> Store Operation Management	Lay out of a store, Store keeper – Duties & Responsibilities, Inventory control techniques, various documents used in inventory control.
<u>Chapter – 4</u> Salesmanship	Meaning- Selling points- Knowledge of different aspects . Goods – Customer – Organizations. Sales personality- Qualities of a good salesman. Personal selling and its importance.

Practical - II
MIS & Advertising and Retail Marketing & Salesmanship

MIS & Advertising

1. Group discussions based on Management principles.
2. Role play
3. Visit to Transport, warehousing, agency organizations.
4. Documents used in transport, warehousing organizations.
5. Visit to Advertising agency.
6. Practical use of computers, E-Retailing & Online marketing.

Retail Marketing & Salesmanship

1. Visit to various retail organizations.
2. Practical on good lay out of a store
3. Visit to store houses.
4. Inventory control problems.
5. Documents used in Inventory control.
6. Visit to organizations to study Quality control.
7. Personal selling demonstration.
8. Interview with salesman.
9. Observe the various sales personalities and comment.
10. C D's on Sales talk presentation can be shown.

Theory - III
Retail Management and Market Segmentation & Rural Marketing

Retail Management

Chapter	Contents
<u>Chapter – 1</u> Marketing Research	Meaning , types, procedure, Techniques and Tools used in marketing research, Tabulation analysis, Presentation of Marketing research.
<u>Chapter – 2</u> Finance	Need for finance, Concept of Finance function , Financial management, Sources of finance, Long term funds, Financial institutions.
<u>Chapter -3</u> Retail Human Resource Management	Recruitment, Training, Remuneration, Motivation, Incentives, Industrial relations, Basic terms used in Personnel management, Appraisal Techniques.
<u>Chapter – 4</u> Mall Management	Lay out , concepts used – window display- interior display, Billing, Packaging, Delivery of goods, Marketing decisions, Future of retailing.

Market Segmentation & Rural Marketing

Chapter	Contents
<u>Chapter -1</u> Market Segmentation	Meaning and basis of market segmentation, Demand , Determinants of demand, Importance of Sales Forecasting, Methods of Sales forecasting
<u>Chapter – 2</u> Franchise Operation & Management	Meaning of Franchise Organization, Franchiser – Franchisee Agreement, Rights of Franchiser - Franchisee
<u>Chapter – 3</u> Recent trends in Retailing	Departmental stores, Super markets, Malls, Non store retailing, Personalised service by small retailers, Retailers dictating terms to the manufacturers, use of computers in forecasts, inventory control and sales order taking. Meeting places in malls like tea shops, restaurants etc.
<u>Chapter – 4</u> Rural marketing	Profile of Rural markets of India, Features of rural consumers, factors contributing to the growth of rural markets. Problems in tapping Rural markets, Product management in Rural markets.

Practical - III
Retail Management and Market Segmentation & Rural Marketing

Retail Management

1. Questionnaire preparation, Different Survey techniques.
2. Tools – Tabulation, Test marketing.
3. Conducting Consumer and Dealer survey.
4. Analysis of questionnaire
5. Preparation of Marketing Research report.
6. Visit to Financial Institutions.
7. Experts are invited for giving classes on selection, training, motivation etc.
8. Visit to various malls and Departmental stores.

Market Segmentation & Rural marketing

1. Visit to various organizations to study market segmentation and Sales forecasting.
2. Preparation of Sales forecast charts.
3. Visit to franchise organizations.
4. Visit to various retail organizations to study marketing strategies.
5. Visit to near by rural markets.
6. Prepare visit reports on rural consumer wants and desires.

List of Tools & Equipments :

1. FOUR Computers with latest configuration.
2. One Dot Matrix Printer (132 col.)
3. A set of Reference books.
4. A Cupboard.
5. Over head projector

References :

1. Modern Marketing Management by Davar
2. Principles of Management by L M Prasad
3. Fundamentals of marketing by Wiiliam J Stanton
4. Marketing management by S.A.Sherlekar
5. Marketing & Salesmanship by S.A.Sherlekar
6. Salesmanship & Publicity by G Dubash
