

# SANT GADGE BABA AMRAVATI UNIVERSITY GAZETTE



Official Publication of Sant Gadge Baba Amravati University

PART – TWO

गुरुवार, दिनांक २० एप्रिल, २०१७

## अधिसूचना

क्र. २६/२०१७

दिनांक - २०.४.२०१७

### विषय : महाविद्यालय बंद करण्याबाबत..

सर्व सामान्यांच्या माहितीकरीता सूचित करण्यात येते की, खालील महाविद्यालय बंद करण्याबाबतचा प्रस्ताव संस्थेकडून प्राप्त झाला होता. प्राप्त प्रस्ताव महाराष्ट्र विद्यापीठे कायदा, १९९४ मधील कलम ९२ च्या तरतुदीनुसार विद्वत परिषद व व्यवस्थापन परिषदेसमोर ठेवण्यात आला होता. विद्वत परिषद व व्यवस्थापन परिषदेने मान्यता दिल्यानुसार सदर महाविद्यालय बंद करण्याचे मान्यतेकरीता प्रस्ताव शासनास पाठविण्यात आला होता.

महाराष्ट्र शासनाने शासन पत्र क्र.एनजीसी-२०१७/(०१/१७)/मशि-४, दि. २२ फेब्रुवारी, २०१७ अन्वये खालील महाविद्यालय बंद करण्यास मान्यता दिलेली आहे. त्यानुसार खालील तक्त्यामध्ये दर्शविलेले महाविद्यालय शैक्षणिक सत्र २०१७-१८ पासून महाराष्ट्र विद्यापीठे कायदा, १९९४ मधील कलम ९२ च्या तरतुदीनुसार बंद करण्यात येत आहे.

अ.क्र.	महाविद्यालयाचे नांव व सांकेतिक क्रमांक	संस्थेचे नांव	महाविद्यालयातील अभ्यासक्रम
१.	२.	३.	४.
१.	इन्स्टिट्यूट ऑफ मॅनेजमेंट स्टडीज महाविद्यालय, अमरावती. (सांकेतिक क्र.८०४)	ज्ञानसागर शिक्षण व बहुउद्देशिय संस्था, वरुड जि. अमरावती	एम.सी.एम., बी.सी.ए. व बी.बी.ए.

स्वा/-  
(अजय प्र.देशमुख)  
कुलसचिव  
संत गाडगे बाबा अमरावती विद्यापीठ

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## NOTIFICATION

No. 27/2017

Date : 20<sup>th</sup> April, 2017

**Subject : Syllabus for Certificate Course in 'Retail Management' under U.G.C. Scheme of Career Oriented Programme.**

It is notified for general information of all concerned that the Authorities of the University have accepted the syllabi of Certificate Course in 'Retail Management' under U.G.C. Scheme of Career Oriented Programme, which is appended herewith as Appendix-A.

The eligibility criteria and other details along with the scheme of examinations shall be as provided under Ordinance No. 47 of 2005 and Regulation No. 38 of 2005.

Sd/-  
(Dr.A.P. Deshmukh)  
Registrar  
Sant Gadge Baba Amravati University

**SYLLABUS**  
**CERTIFICATE COURSE IN RETAIL MANAGEMENT**  
**(Under Career Oriented Programme of U.G.C., New Delhi)**

**THEORY** – (10 Credits and 150 Hrs)

**Unit-I:** (2 Credits, 30 Hrs)

Retail sourcing overview – Introduction, Retail environment, functions of retailer, Retail sourcing – Types & Trends, Store types, organized retail, retail formats, malls.

**Unit-II** (2 Credits, 30 Hrs)

Organisation Structure –Single own shop, Super Market, Chain Store, Retail work culture, Common terms in retails, Visual Merchandising, Store Management.

**Unit-III** (2 Credits, 30 Hrs)

Store design objectives and layout, product knowledge, equipment handling, key store operation – preopening activities, post closing activities, staff entry procedures, staff exit procedure, staff scheduling, customer service desk, cashier activities, supply chain management.

**Unit-IV** (2 Credits, 30 Hrs)

Retail selling process – types of selling, customer contact skill, effective customer contact, types of customer, characteristics of a professional sales person, various customer services, handling complaints, Communication and customer handling, Grooming, Interviews Skills, Safety and Crises management recruitment and selection.

**Unit-V** (2 Credits, 30 Hrs)

Stock and inventory management, Buffer stock, Safety stock, Material Handling in Store, Mall Management, Factor influencing mall establishment.

**PRACTICAL WORK** : (Select any Five) (10 Credits and 150 Hrs)

- 1) Visit and Make hierarchy chart of Category management of a fashion and lifestyle retailer.
- 2) Identification of Best practices in buying in various retailers.
- 3) Statistical Analysis of consumer behavior for a retailer in Amravati.
- 4) Prepare questionnaire and analyze results for ten customer's vis-à-vis shopping patterns.
- 5) Identify the application of consumer behavior in retailing.
- 6) Study of various methods of advertising used by retailers in and around Amravati.
- 7) Identify factors influencing pricing strategy of four local products in Amravati City.
- 8) Understand the supply chain management in retailers in and around Amravati City.

**PROJECT / FIELD WORK** (10 Credits and 150 Hrs)

Field Work / Project Writing / Training

(The proof of this should be submitted during examination for e.g. Work experience certificate / dissertation / Report etc. duly issued and signed by the concern institutional authority / coordinator / faculty)

**Total Credit : 30**

**Total Hours : 450**

(Each Credit has 15 Clock Hours)

Theory	: 10 Credits	150 Hours
Practical	: 10 Credits	150 Hours
Project	: 10 Credits	150 Hours
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Total	: 30 Credits	Total Hours : 450 Hours

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