

SUMMARY OF LESSON PLAN OF COMMERCE FACULTY

semester: even/odd. subject: Retailing

class: moom 1st

name of assistant professor: miss mamta sharma

For the month of August to nov.

S.N o.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	August	1. Introduction to Retailing: Meaning, Nature, Scope, Factor of Retailing.	Oral Test	
2	September	2. Theory and Model in Retail: Introduction, Theories and Models of Retail, 3. Retail Strategic Planning and Operations Management: Meaning, Strategic Retail Planning Process, International Expansion, Operation Management in Retail. 4. Primary Retailing Strategies: Introduction, Store Location, Types and Factor of Store Location, Merchandising Pricing Marketing. 5. Merchandising Planning and Retail Communication: Meaning, Types & Process of Merchandising Planning, Promotional Budget,	Oral Test	For assignment: Introduction to Retailing
3	October	6. Security Issues in Retailing: Shop Lifting, Employee Theft, Inventory Shrinkages, Cash Shrinkages, Sweethearting, Wardrobing. 7. Stores Design: Meaning, Objectives, Factors & Components of Store Design. 8. Store Layout: Meaning, Factors, Designing & Types of Store Layout. 9. Organisational Structure in Retail Institution: Meaning, Needs, Factors, Process & Classification of Structures.		For Test: Theory and Model in Retail, Foreign Direct Investment in Retail, Primary Retailing Strategies.
4	November	10. Application of Information Technology in Retailing: Meaning, Needs & Factors of Information Technology in Retail, Use of IT By Retailers. 11. Foreign Direct Investment in Retail: Meaning, FDI Routs, FDI in Retail. 12 Retail Store Management, Material Handling and Energy Management: Introduction, Store Management.	Oral Test	For Assignment: Stores Design, Store Layout.

SUMMARY OF LESSON PLAN OF COMMERCE FACULTY

Semester: Odd

Subject: Consumer Behaviour

For the month of August to November

Class: M.com 3rd Sem

Name of Assistant Professor: **mamta Sharma**

S.No.	Month	Topic /Chapter to be covered	Academic activity to be organized	Topic of Assignment / Test to be given to students
1	August	<p>Unit 1: Origin and Concept of Consumer Behaviour, Why study consumer, behaviour, Consumer impact on marketing strategy, Changing profile of Indian Consumer, Impact of technology on consumer behaviour, consumer versus customer</p> <p>Unit 2: Internal determinants of consumer behaviour: Motivation Perception, Learning, Emotion</p>	Oral Test	
2	September	<p>Unit 2: Personality, Psychographics, Attitude and belief values, Lifestyle</p> <p>Unit 3: External determinants of buying, behaviour: Cultural factors, Social factors, Family, Reference Groups Social Class, Influence of culture and subculture on consumer behaviour</p>	<p>Group Discussions</p> <p>Written test</p>	<p>For Assignment:- Family</p> <p>For Test: Social class, Impact of technology on consumer behaviour, personality</p>

3	October	<p>Unit 4: Level of consumer decision making, A model of consumer decision making (input, process and output), Consumer Gifting Behaviour, Consumer influence and Diffusion of innovation Opinion Leader- Process Measurement profile, Innovation, Diffusion and adaptation process</p>	Presentation	
4	November	<p>Unit 5: Models of buying behaviour: The Economic model, Howard Sheth model, Engel kollat blackwell model, Industrial buying behaviour model</p>	<p>Oral Test</p> <p>Unit test</p>	<p>For Test: Motivation, Perception, Industrial buying behaviour model</p> <p>For Assignment: Industrial buying behaviour model, Howard Seth model</p>