



Pravara Medical Trust's

Arts, Commerce and Science College, Shevgaon

Tal: Shevgaon Dist: Ahmednagar 414502 Maharashtra, India

Tel: 02429 223031 Fax: 02429 223399 Email: pmt.acsc@gmail.com



College Code: 1481

College ID: PU/AN/Sci/136/2013

Website: www.pmtacscollege.com

Date: 03/07/2021

To,
Principle,
Pravara Medical Trust's,
Arts, Commerce and Science College
Shevgaon

Subject: Permission for the Syllabus Framing Workshop

Respected Sir,

With the above reference subject, in our college Department of Commerce want to run 'Certificate Course on Retail Marketing' in the academic year 2021-22(Sem. I) from the July to September. Therefore, the Department of Commerce is planning to organize syllabus framing workshop for respective certificate course on 05th July 2021.

However it is our humble request to please allow us to organize the syllabus framing workshop of the said certificate course.

Syllabus framing committee as follows:

Sr. No.	Name of Person	Designation
1	Prof Sajed S. Patel	IQAC Coordinator
2	Prof. Rahinz S.P	Subject Expert
3	Prof. Khedekar S.S.	Subject Expert
4	Prof. Pulate S.R.	Hod
5	Mrs. Pisal M.V.	Course Coordinator 'Certificate Course
6	Prof. Mohan Paratwagh	Coordinator (Skill Development center)

Permitted

[Signature]

Principal

Arts, Comm. & Sci. College
Shevgaon, Dist Ahmednagar

Your's Faithfully,

[Signature]

Pisal M.V.

COORDINATOR

Attachments:

1) Proposal with Syllabus



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Date 03/07/2021

To,
Prof. Rahinz S.P.
Department of Commerce,
New Arts, Commerce and Science College,
Shevgaon.

Subject: Invitation about the Workshop of Syllabus framing for 'Certificate Course on Retail Marketing'...

Respected Sir,

With the above subject Department of Commerce of our college would like to run a 'Certificate Course on Retail Marketing' in the Academic Year 2021-22. The said Certificate course will be having 45 Hours.' Theory and Practical lecture sessions

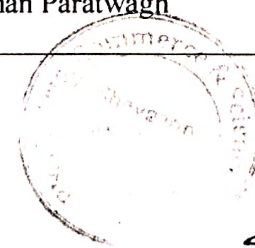

You are nominated as a **Subject Expert-Member** of the Syllabus Framing Committee of the said course. Department of commerce organizes a Syllabus Framing Workshop of 'Certificate Course on Retail Marketing' on 5th July 2021 (Time 10:00 AM) At PMTs Arts commerce and Science college Shevgaon

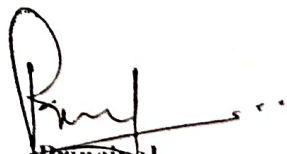
We request you to attend the said Workshop and cooperate us to frame the syllabus.

Syllabus framing committee as follows:

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3	Prof. Khedekar S.S.	Subject Expert
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5	Mrs. Pisal M.V.	Course Coordinator 'Certificate Course
6	Prof. Mohan Paratwagh	Coordinator (Skill Development center)


Course coordinator
COORDINATOR



HOD
HEAD
Dept. of Commerce
Pravara Medical Trust's
Arts, Commerce and Science College
Shevgaon, Dist. Ahmednagar


Principal
Principal
Arts, Comm. & Sci. College
Shevgaon, Dist Ahmednagar

Pravara Medical Trust's



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Date:- 05/07/2021,

To,
Prof. Rahinz S.P.
Department of Commerce,
New Arts, Commerce and Science College,
Shevgaon.


Subject: Thanking Letter...


Respected Sir,

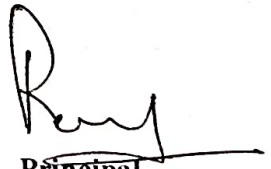
With the above mentioned subject, the department of Commerce of our college has organized "Syllabus Framing Workshop on Certificate Course on Retail Marketing" for the Graduate Students on 5th July 2021. We are thankful to you that you have attended the said workshop and help us to frame syllabus.

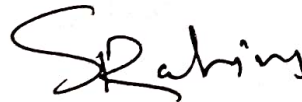
We wish you best wishes for future.

Thanking You


Coordinator
COORDINATOR


HOD
HEAD
Dept. of Commerce
Pravara Medical Trust's
Arts, Commerce and Science College
Shevgaon, Dist. Ahmednagar


Principal
Principal
Arts, Comm. & Sci. College
Shevgaon, Dist. Ahmednagar


Received





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Date 03/07/2021

To,
Prof. Khedekar S.S.
Department of Commerce,
Dada Patil Rajale Arts & Science College
Kasar Pimpalgaon pathrdi.

Subject: Invitation about the Workshop of Syllabus framing for 'Certificate Course on Retail Marketing'...

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You are nominated as a **Subject Expert-Member** of the Syllabus Framing Committee of the said course. Department of commerce organizes a Syllabus Framing Workshop of 'Certificate Course on Retail Marketing' on 5th July 2021 (Time 10:00 AM) At PMTs Arts commerce and Science college Shevgaon

We request you to attend the said Workshop and cooperate us to frame the syllabus.

Syllabus framing committee as follows:

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ok
Karef.



Raj
Principal
Principal
 Arts, Comm. & Sci. College
 Shevgaon, Dist. Ahmednagar

Pravara Medical Trust's



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To,
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Department of Commerce,
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Subject: Thanking Letter...

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We wish you best wishes for future.

Thanking You

ok
Karp



[Signature]
Principal

Principal
Arts, Comm. & Sci. College
Shevgaon, Dist Ahmednagar


Detailed syllabus of certificate course in retail marketing

Unit No	Details
Unit One	Retailing definition, scope and importance in the globalized era, organized and unorganized retailing emerging trends in retailing- mega shopping, malls, the modern retail store, major types of retail organization- corporate chains, voluntary chains, retail cooperative franchise organization and merchandising cognometers/ retail store types/ retail classification of stores, restaurants and service providing office.
Unit second	The retail store retail store management/ roles and responsibilities of retail store managers/ human resource management- recruiting, hiring, training and development, performance management payroll, workplace scheduling/ store business operations- materials management, coordination with purchase department/ finance and accounts/ problem solving/ safety and security. store essential/ classification of grocery /items store essential location/ store designs/ display accessories/ store atmospheres/ developing own brands/ the power of mega retailing retailers over/ manufacturers dimension attributes and eats components that affect retail outlet selection.
Unit 3	Visual merchandising components- Mercedes as focal, points choice, of colours display themes, display to complaints store strategy, spotless cleanliness frequent, change of display, and essential of good display lightning special display kinds -window free standing or Iceland, counter, brand corner, and cap cascade Waterfall display/ store exterior- façade, details, texture store aids- gadgets that aid -retailing barcode readers, credit card swipe machines, money counters, counterfeit Detectors, cash registers, coin counter, bill strapping, machine money, vacuum scaling machine, graphics and retail strategies- supply chain management- managing materials ,information and financial flows /critical success factors/ drivers, elements and goals/ basic retail strategies low - price high turnover, discounted price across all categories,

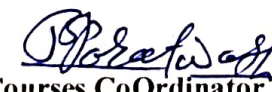


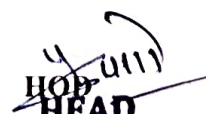
	lifestyle goods value price/ exclusive goods premium price strategy/ retail formatting /retail mix/.
Unit 4	Retail strategies supply chain management managing material information and financial flows critical success factor drivers elements and goals basic retail strategies low price high turnover Discounted price across all categories lifestyle goods value price exclusive goods premium price strategy retail formatting retail mix building customer loyalty customer relationship management retail consumer behaviour difference between consumer and shopper impulsive compulsive and tight word buyers sub classification of shopping orientation catering to service consumers gaps model for improving retail service quality retail research.
Unit 5	Retail strategies for global growth -building sustainable global competitive advantage, adapting to local customs and culture, adapting global culture and practices /different entry strategies- direct investment, joint venture, farming strategies alliance and franchising. Online shopping- different format, retail convergence.

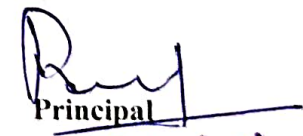

Subject Expert


Subject Expert


Course Coordinator
COORDINATOR


Courses CoOrdinator
Coordinator
Skill Development Centre
PMT's ACSC, Shevgaon


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Shevgaon, Dist Ahmednagar


Principal
Arts, Comm. & Sci. College
Shevgaon, Dist Ahmednagar


IQAC Coordinator

Pravara Medical Trust's,
Arts, Commerce & Science College, Shevgaon
Department of Commerce
Certificate Course on Retail Marketing
Syllabus Framing Report
2021-22
Semester-I

Pravara Medical Trust's Arts, Commerce and Science College Shevgaon Department of Commerce Organized Syllabus Framing Workshop on Certificate Course on Retail Marketing was held 5th July 2021 (Time 10:00Am).

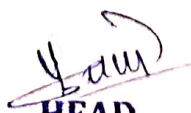
PMT Arts Commerce and Science College Shevgaon Syllabus framing committee Prof. Rahinz S.P and Prof. Khedekar S.S subject expert , Prof.Sajed Patel IQAC coordinator, Prof. Pulate S . R HOD, Prof. Mohan Paratwagh coordinator skill development center. The Course coordinator Pisal M.V.

Objective of the workshop to develop a syllabus for a certificate course on retail marketing . Discuss the key topics and areas of focus to be included in the course. To design the course with the latest trends and developments in retail marketing. The workshop begin with an introduction to the concept and importance of retail marketing in today's fast evolving market.

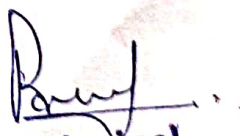
Prof. Rahinz S.P. shared insight into the role of retail marketing and the need for modern skill sets among students . The participants engaged in detail discussion on structuring the syllabus for the certificate course. Prof. Mohan Paratwagh highlighted the important as of skill development program with in the program.

The workshop was significant step in designing a modern marketing.

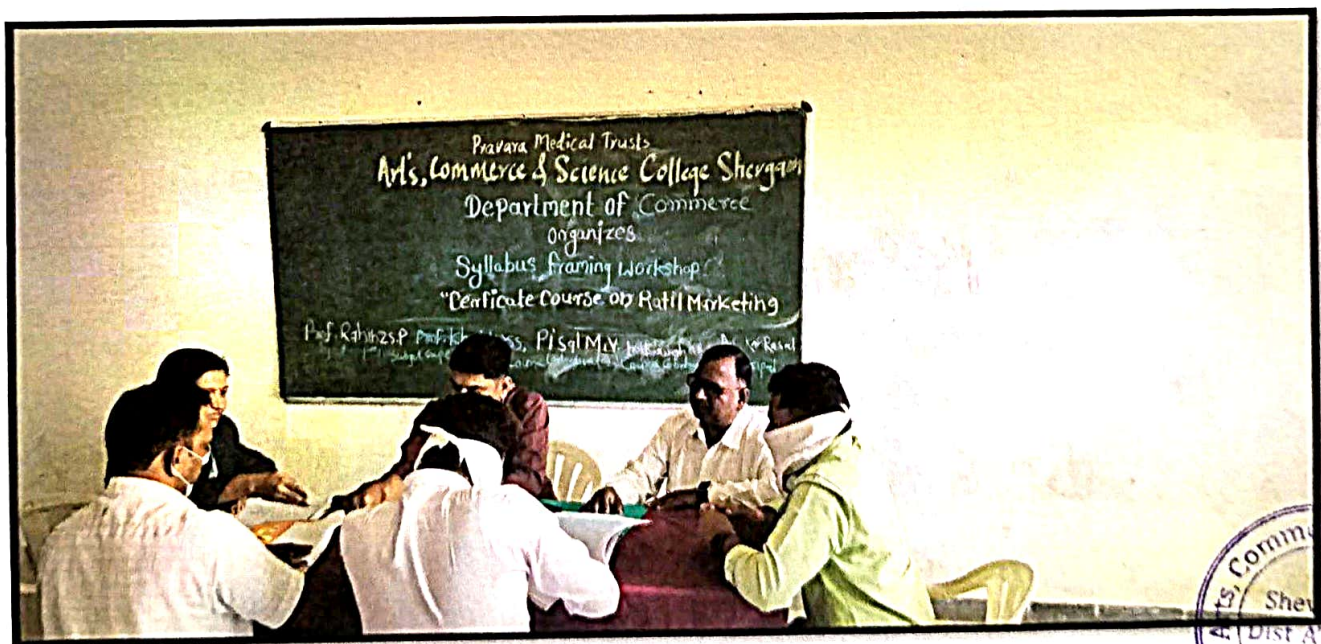
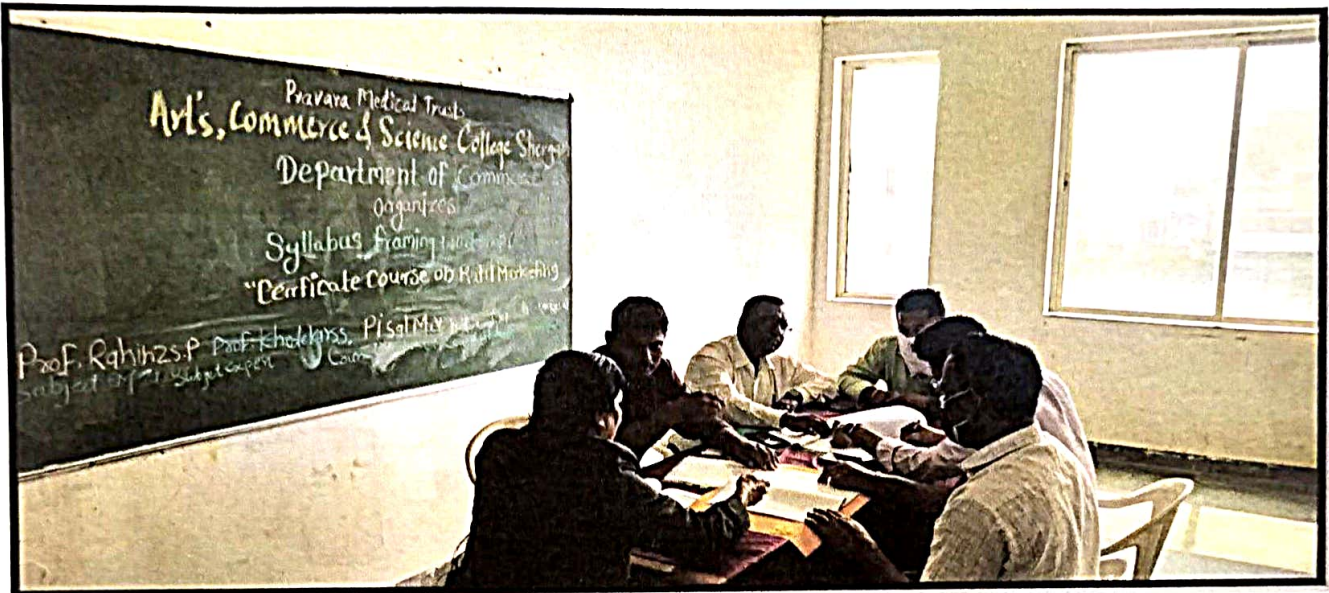

COORDINATOR


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Pravara Medical Trust's
Arts, Commerce and Science College
Shevgaon, Dist. Ahmednagar




Principal
Arts, Comm. & Sci. College
Shevgaon, Dist Ahmednagar

Syllabus Framing Workshop



Great workshop for Principal
Arts, Comm. & Sci. College
Shergaon, Dist Ahmednagar

Syllabus Framing Workshop for Certificate Course on
Retail Marketing



Pravara Medical Trust's,
Arts, Commerce and Science College Shevgaon
Ayurved College Campus, Tal- Shevgaon, Dist- Ahmednagar
Skill Development Centre Organized

**One Day Workshop on
Syllabus Framing for Certificate Course 2021-22**


CERTIFICATE

This certificate is awarded to

Prof. Khedekar S.S. We appreciate your participation and rich
Contribution in designing of the syllabus for Certificate Course -Entitled Certificate
Course on Retail Marketing on 5th July 2021.


Co-ordinator
(Skill Development Centre)


IQAC
(Co-ordinator)


Principal



Pravara Medical Trust's,
Arts, Commerce and Science College Shevgaon
Ayurved College Campus, Tal- Shevgaon, Dist- Ahmednagar
Skill Development Centre Organized

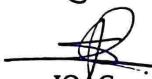
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Course on Retail Marketing on 5th July 2021


Co-ordinator
(Skill Development Centre)


IQAC
(Co-ordinator)


Principal