http://www.htmlpublish.com/newTestDocStorage/DocStorage/5c96181d97b241bfad2b4bc1651021fe/Dr._Neelam_Gupta_images/Dr._Neelam_Gupta1x1.jpg

**Lesson Plan**

Name of the Assistant Professor –Mrs. Sunita Rani

Subject - Commerce

Lesson Plan - 18 Weeks (January-April 2018 )

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| **Week** | **Date** | **Class B.Com (III)** |
|  |  | **Retail Management** |
|  |  |  |
| 1 | 1-Jan-18 | Retail : meaning , definition and nature |
|  |  |
|  | 2-Jan-18 | Scope |
|  |  |
|  | 3-Jan-18 | Factors affecting retailing |
|  |  |
|  | 4-Jan-18 | Retailing in India |
|  |  |
|  | 5-Jan-18 | Solution of Problems |
|  |  |
|  | 6-Jan-18 | Oral Test |
|  |  |
|  | 7-Jan-18 | Sunday |
|  |  |
| 2 | 8-Jan-18 | Theories of Retailing |
|  |  |
|  | 9-Jan-18 | Continue |
|  |  |
|  | 10-Jan-18 | Models of retailing |
|  |  |
|  | 11-Jan-18 | Continue |
|  |  |
|  | 12-Jan-18 | Continue |
|  |  |
|  | 13-Jan-18 | Class Test |
|  |  |
|  | 14-Jan-18 | Sunday |
|  |  |
| 3 | 15-Jan-18 | Group Discussion |
|  |  |
|  | 16-Jan-18 | Retail Strategic planning : concept and process |
|  |  |
|  | 17-Jan-18 | Continue |
|  |  |
|  | 18-Jan-18 | Continue |
|  |  |
|  | 19-Jan-18 | Operations management in retail |
|  |  |
|  | 20-Jan-18 | Continue |
|  |  |
|  | 21-Jan-18 | Sunday |
|  |  |
| 4 | 22-Jan-18 | Vasant Panchami |
|  |  |
|  | 23-Jan-18 | Continue |
|  |  |
|  | 24-Jan-18 | Sir Chhotu Ram Jayanti |
|  |  |
|  | 25-Jan-18 | Solution of Problems |
|  |  |
|  | 26-Jan-18 | [Republic Day](http://www.officeholidays.com/countries/india/india_republic_day.php) |
|  |  |
|  |  |  |
|  | 27-Jan-18 | Presentations |
|  | 28-Jan-18 | Sunday |
|  |  |
| 5 | 29-Jan-18 | Presentations |
|  |  |
|  |  | Presentations |
|  | 30-Jan-18 |  |
|  | 31-Jan-18 | Guru Ravi Das Birthday |
|  |  |
|  | 1-Feb-18 | Presentations |
|  |  |
|  | 2-Feb-18 | Primary Retailing Strategies : concept and types of retail locations |
|  |  |
|  | 3-Feb-18 | Factors affecting and steps involved in choosing retail location |
|  |  |
|  | 4-Feb-18 | Sunday |
|  |  |
|  | 5-Feb-18 | Continue |
| 6 |  |
| 6-Feb-18 | Continue |
|  |
|  |  |
|  | 7-Feb-18 | Merchandising , Pricing and Marketing |
|  |  |
|  | 8-Feb-18 | Class Test |
|  |  |
|  | 9-Feb-18 | Merchandise planning : meaning and types |
|  |  |
|  | 10-Feb-18 | Maharishi Dayanand Saraswati Jayanti |
|  |  |
|  | 11-Feb-18 | Sunday |
|  |  |
| 7 |  | Process |
|  | 12-Feb-18 |  |
|  | 13-Feb-18 | Maha Shivratri |
|  |  |
|  | 14-Feb-18 | Continue |
|  |  |
|  |  | Retail communication |
|  | 15-Feb-18 |  |
|  | 16-Feb-18 | Promotion Budget and Elements of retail Promotion mix |
|  |  |
|  | 17-Feb-18 | Oral Test |
|  |  |
|  | 18-Feb-18 | Sunday |
|  |  |
| 8 | 19-Feb-18 | Security Issues in Retailing |
|  |  |
|  | 20-Feb-18 | Continue |
|  |  |
|  |  | Minimizing the retail threats by using I.T |
|  | 21-Feb-18 |  |
|  | 22-Feb-18 | Continue |
|  |  |
|  |  |  |
|  | 23-Feb-18 | Continue |
|  | 24-Feb-18 | Assignment - I |
|  |  |
|  | 25-Feb-18 | Sunday |
|  |  |
| 9 | 26-Feb-18 | Solution of Problems |
|  |  |
|  | 27-Feb-18 | Class Test |
|  |  |
|  | 28-Feb-18 | Holiday |
|  |  |
|  | 1-Mar-18 | Holiday |
|  |  |
|  | 2-Mar-18 | Holi |
|  |  |
|  | 3-Mar-18 | Holiday |
|  |  |
|  | 4-Mar-18 | Sunday |
|  |  |
| 10 | 5-Mar-18 | Store Design : meaning, objectives and factors affecting |
|  |  |
|  |  |  |
|  | 6-Mar-18 | Continue |
|  |  | Components of store design |
|  | 7-Mar-18 |  |
|  | 8-Mar-18 | Continue |
|  |  |
|  | 9-Mar-18 | Oral Test |
|  |  |
|  | 10-Mar-18 | Store Layout : meaning and factors affecting |
|  |  |
|  | 11-Mar-18 | Sunday |
|  |  |
| 11 | 12-Mar-18 | Designing of store layout |
|  |  |
|  |  | Types of store layout |
|  | 13-Mar-18 |  |
|  |  |  |
|  | 14-Mar-18 | Continue |
|  | 15-Mar-18 | Sessional Test |
|  |  |
|  |  |  |
|  | 16-Mar-18 | Organizational Structure in Retail Institutions : meaning & need |
|  | 17-Mar-18 | Importance and factors |
|  |  |
|  | 18-Mar-18 | Sunday |
|  |  |
| 12 | 19-Mar-18 | Process |
|  |  |
|  | 20-Mar-18 | Classification of organizational structures |
|  |  |
|  |  |  |
|  | 21-Mar-18 | HRM in retail |
|  |  | Class Test |
|  | 22-Mar-18 |  |
|  | 23-Mar-18 | Shaheedi Diwas |
|  |  |
|  | 24-Mar-18 | Application of Information Technology in Retailing : meaning and need |
|  |  |
|  | 25-Mar-18 | Sunday |
|  |  |
| 13 |  |  |
|  | 26-Mar-18 | Factors affecting it |
|  | 27-Mar-18 | IT involvement in retailing |
|  |  |
|  |  |  |
|  | 28-Mar-18 | Continue |
|  | 29-Mar-18 | [Mahavir Jayanti](http://www.officeholidays.com/countries/india/mahavir_jayanti.php) |
|  |  |
|  | 30-Mar-18 | Continue |
|  |  |
|  | 31-Mar-18 | Class Test |
|  |  |
|  | 1-Apr-18 | Sunday |
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| 14 | 2-Apr-18 | Foreign Direct Investment in Retail : discussion of the concept and meaning |
|  |  |
|  |  | Factors affecting it , advantages and disadvantages |
|  | 3-Apr-18 |  |
|  | 4-Apr-18 | Continue |
|  |  |
|  | 5-Apr-18 | Continue |
|  |  |
|  | 6-Apr-18 | Continue |
|  |  |
|  | 7-Apr-18 | Assignment-II |
|  |  |
|  | 8-Apr-18 | Sunday |
|  |  |
| 15 | 9-Apr-18 | Retail Store Management |
|  |  |
|  | 10-Apr-18 | Continue |
|  |  |
|  | 11-Apr-18 | Inventory management |
|  |  |
|  |  | Energy management |
|  | 12-Apr-18 |  |
|  |  |  |
|  | 13-Apr-18 | Continue |
|  | 14-Apr-18 | [Dr Ambedkar Jayanti](http://www.officeholidays.com/countries/india/ambedkar_jayanti.php)/ [Vaisakhi](http://www.officeholidays.com/countries/india/haryana/2016.php) |
|  |  |
|  | 15-Apr-18 | Sunday |
|  |  |
| 16 |  | Solution of Problems |
|  | 16-Apr-18 |  |
|  | 17-Apr-18 | Class Test |
|  |  |
|  | 18-Apr-18 | [Parashurama Jayanti](http://www.officeholidays.com/countries/india/2016.php) |
|  |  |
|  | 19-Apr-18 | Presentations |
|  |  |
|  |  |  |
|  | 20-Apr-18 | Presentations |
|  |  |  |
|  | 21-Apr-18 | Presentations |
|  | 22-Apr-18 | Sunday |
|  |  |
| 17 | 23-Apr-18 | Revision |
|  |  |
|  | 24-Apr-18 | Revision |
|  |  |
|  | 25-Apr-18 | Revision |
|  |  |
|  | 26-Apr-18 | Revision |
|  |  |
|  | 27-Apr-18 | Revision |
|  |  |
|  | 28-Apr-18 | Revision |
|  |  |
|  |  |  |