

Diploma in Business Management

Sem -IV

Lesson Plan

Subject: RMM(RETAIL)

Month	Week	Lectures	Topic
MARCH	Week 1	1	Introduction of the subject
		2	Unit-1 concept of Merchandising
		3	Meaning
		4	Factors affecting Merchandising
	Week 2	1	Factors affecting Merchandising
		2	Role of Merchandiser
		3	Responsibilities of Merchandiser
		4	Role of Buyer
	Week 3	5	Responsibilities of Buyer
		1	Drivers of Retail change in India
		2	Unit-2 Concept of Retail Merchandise Planning
		3	Process of Retail Merchandise Planning
APRIL	Week 4	4	Process of Retail Merchandise Planning
		1	Tools of Retail Merchandise Planning
		2	Tools of Retail Merchandise Planning
		3	Procurement methods
	Week 1	4	Procurement methods
		1	Revision of Unit 1 and 2
		2	Sessional-1
		3	Sessional-1
	Week 2	4	Sessional-1
		1	Sessional-1
		2	Sessional-1
		3	Unit-3 Introduction of Merchandise Sourcing
	Week 3	4	Concept of Merchandise Sourcing
		1	Concept of Merchandise Sourcing
		2	Methods of Procuring Methods
		3	Methods of Procuring Methods
	Week 4	4	Methods of Procuring Methods
		5	Revision of Unit-3
		1	Unit-4 Introduction of Category Management
		2	Concept of Category Management
	Week 1	3	Components of Category Management
		4	Components of Category Management
		5	Process of Category Management
		1	Process of Category Management
	Week 2	2	Process of Category Management
		3	Types of category Management
		4	Types of category Management
		5	Revision of Unit-4
	Week 3	1	Sessional-2

MAY	Week 2	2	Sessional-2
		3	Sessional-2
		4	Sessional-2
		5	Sessional-2
	Week 3	1	Unit 5 Retail Franchising
		2	Concept of Franchising
		3	Concept of Franchising
		4	Process of Retail Franchising
		5	Process of Retail Franchising
	Week 4	1	Process of Retail Franchising
		2	Features of Retail Franchising
		3	Features of Retail Franchising
		4	Advantages of Retail Franchising
	Week 5	1	Disadvantages of Retail Franchising
		2	Revision Test
		3	Oral Test
JUNE	Week 1	1	Four P 's of Franchising
		2	Four P 's of Franchising
	Week 2	1	Sessional-3
		2	Sessional-3
		3	Sessional-3
		4	Sessional-3
		5	Sessional-3
	Week 3	1	Revision of Unit-1
		2	Revision of Unit-1
		3	Revision of Unit-2
		4	Revision of Unit-2
		5	Revision of Unit-3
	Week 4	1	Revision of Unit-4
		2	Revision of Unit-5
		3	Revision of Unit-6
		4	Oral Test
		5	Written Test