

Government Polytechnic For Women, Faridabad**Diploma in Business Management****Sem -IV****Lesson Plan****Subject: Retail Operations and Management(R)**

Month	Week	Lectures	Topic
MARCH	Week 1	1	Unit:-1 Retail Operations
			Understanding of retail operations
		2	Common store operations
		3	Elements of retail operation
	Week 2	4	Store format
		1	Store size
		2	Personnel utilisation
		3	Store maintenance
		4	Inventory management
		5	Store security
	Week 3	1	Insurance
		2	Credit management
		3	Computerisation
		4	Outsourcing
	Week 4	1	Unit:-2 Retail Promotion Mix
		2	Retail Promotion Mix
		3	Elements in retail promotion mix
		4	Elements in retail promotion mix
APRIL	Week 1	1	Revision unit-1
		2	Sessional-1
		3	Sessional-1
		4	Sessional-1
	Week 2	1	Sessional-1
		2	Sessional-1
		3	Promotional objectives
		4	Promotional objectives
	Week 3	1	Planning a retail promotional mix
		2	Planning a retail promotional mix
		3	Techniques of retail promotional mix
		4	Unit:-3 Store operations techniques
		5	Store operations techniques
	Week 4	1	Managing promotional campaign events
		2	Managing promotional campaign events
		3	Techniques promotional campaign events
		4	Techniques promotional campaign events

		5	Benefits of retail fair management
MAY	Week 1	1	Benefits of retail fair management
		2	Uses of retail fair management
		3	Revision unit-3
		4	Revision unit-3
		5	Revision unit-3
	Week 2	1	Sessional-2
		2	Sessional-2
		3	Sessional-2
		4	Sessional-2
		5	Sessional-2
	Week 3	1	Unit:-4 Retail sales process
		2	Retail sales process-step 1,2,3
		3	Retail sales process-step 4,5,6
		4	Retail sales promotion
		5	Retail sales promotion
	Week 4	1	Techniques of sales promotion
		2	Techniques of sales promotion
		3	Retail sales promotion- elements
		4	Retail sales promotion- elements
	Week 5	1	Retail sales promotion- importance
		2	Retail sales promotion- importance
		3	Retail sales promotion- importance
JUNE	Week 1	1	Revision unit-4
		2	Revision unit-4
	Week 2	1	Revision unit-4
		2	Revision unit-4
		3	Revision unit-1
		4	Revision unit-2
		5	Revision unit-3
	Week 3	1	Sessional-3
		2	Sessional-3
		3	Sessional-3
		4	Sessional-3
		5	Sessional-3
	Week 4	1	Revision of Unit-1
		2	Revision of UNIT-2
		3	Revision of UNIT-3
		4	Revision of UNIT-4
		5	Revision of UNIT-4