

Government Polytechnic For Women, Faridabad
Diploma in Business Management
Sem -IV
Lesson Plan

Subject: Retail Shopper Behaviour			
Month	Week	Lectures	Topic
MARCH	Week 1	1	Unit -1 Shoppers behaviur
		2	Concept of Shopper behaviour
		3	Meaning of shoppers behaviour
		4	Importance of shopper behaviour
	Week 2	1	Need for Studying shopper behaviour
		2	Factors affecting retail shoppers
		3	1.Purchasing power
		4	2.Group influence
		5	3.Personal preferences
	Week3	1	Unit -2 Consumer Demographics
		2	Fewer people means fewer buying
		3	Consumer lifestyle
		4	Revision of unit-1
	Week4	1	Revision of unit-1
		2	Revision of unit-2
		3	Revision of unit-2
		4	Oral test
APRIL	Week 1	1	Oral test
		2	Sessionals-1
		3	Sessionals-1
		4	Sessionals-1
	Week2	1	Sessionals-1
		2	Sessionals-1
		3	Unit-3Environmental factors affecting consumer
		4	Culture
	Week3	1	Sub-culture
		2	Social factors
		3	Revision
		4	Revision
		5	Introduction of unit 4
	Week4	1	Unit-4Decision Making process
		2	Types of consumer decision making process
		3	Extensive,limited decision making process
		4	Routine decision making process
		5	Revision
	Week1	1	Oral test
		2	Revision
		3	Oral test
		4	Group Discussion
		5	Test

MAY	Week2	1	Sessionals-2
		2	Sessionals-2
		3	Sessionals-2
		4	Sessionals-2
		5	Sessionals-2
	Week3	1	Unit-5Consumer research
		2	Nature
		3	Process
		4	Importance
		5	Identification of consumer characteristics
	Week4	1	Understanding retail markets
		2	Consumers through market research
		3	Revision of unit1
		4	Revision of unit2
	Week5	1	Revision of unit3
		2	revision of unit4
		3	Revision of unit5
JUNE	Week1	1	Oral test
		2	Oral test
	Week2	1	Sessional-3
		2	Sessional-3
		3	Sessional-3
		4	Sessional-3
		5	Sessional-3
	Week3	1	Revision of unit1
		2	Revision of unit2
		3	Revision of unit3
		4	revision of unit4
		5	Revision of unit5
	Week4	1	Revision of UNIT-1
		2	Revision of UNIT-2
		3	Revision of UNIT-3
		4	Revision of UNIT-4
		5	Revision of UNIT-5