

SHORT TERM COURSE – GOVT. COLLEGE, PUNJAB

CERTIFICATE COURSE IN RETAIL AND SALES MANAGEMENT SKILLS

Objective of the Course:

The basic objective of the Certificate Programme in Retail and Sales Management Skills is to dig out novice with the knowledge and skill to prosper in the field of Retail and Sales Management. The aim of this certificate programme is to equip students with innovative thinking, creativity, good interpersonal management skills to meet the unique requirements of the retail and sales sector and enhance their proficiency.

Learning Outcome:

After completion of the course students would be able to either absorb themselves as better sales professionals in any business or they can choose to create self-startup as professional retailers due to practical, theoretical, ethical, technological and skill-oriented education through this programme. This course will enable the learners to become competent enough to deal successfully with the challenges that may encounter in their professional life through their cognitive skills.

Duration of the Course: 6 Months

Eligibility: Any student enrolled in degree programme of the College.

INSTRUCTIONAL DESIGN

PROGRAMME STRUCTURE

| CODE | COURSE TITLE | CREDIT |
|-------------|---------------------|---------------|
| GC-CRS1 | RETAIL MANAGEMENT | 6 |
| GC-CRS2 | SALES MANAGEMENT | 6 |
| GC-CRS3 | DIGITAL MARKETING | 6 |
| | Total | 18 |

COURSE CONTENTS:

GC-CRS1 RETAIL MANAGEMENT

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

Conceptual Aspects and Scenario of Retail Management: Meaning of Retail Management, Retail Management Process, Retail Services, Retail Environment, Indian Retailing Scenario, Retail Entrepreneur, Personality traits of Retailer, Internationalisation and Globalisation of Retailing, E-retailing, Green retailing.

SECTION B

Segmentation, Retail Pricing Strategies and Research: Classification of Retail Organisation, Departmental Stores, Super Markets, Impact of Segmentation on Retail Strategies, Demographic Patterns, Building Retail Brand, Store Design, Retail Pricing Strategy, Retail Research and Development

Recommended Books:

1. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York.
2. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York.
3. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India.
4. Nair Suja- Retail Management, V Edition, HPH, Mumbai.
5. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi

GC-CRS2 SALES MANAGEMENT

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

Introduction to Sales Management, Sales Planning and Control: Overview of Sales Management, Scope and Importance of Salesmanship, Designing Sales Force, Strategies and Structures, Selling Process and goals of Sales Management, Functions and qualities of Sales Manager.

Sales Territory: Market Analysis, Sales Forecasting, Methods of Forecasting, Sales Budgeting.

SECTION B

Sales Quota Sales Quota, Procedure of Sales Quota Setting, Sales and Cost Analysis, Sales Territory Management.

Sales HRM and Ethical Issues in Selling: Introduction to Sales Human Resource Management, Recruitment, Selection, Training, Compensation Plans, Performance Appraisal of Work Force, Sales Force Diversity, Team based Selling Approach, Customer Relationship Management, Ethical and Social Issues in Sales Force Management.

Recommended Books

1. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Johnson, Kurtz and Schueing, Sales Management (McGraw-Hill).
2. Rusell, F. A. Beach and Buskirk, Richard H., Selling: Principles and Practices, Sales force, Richard D. Irwin/McGraw- Hill.
3. Still, Richard R., Cundiff, Edward W., and Govoni, Norman A. P. Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. Blattberg, Robert C and Neslin, Scott A., Sales Promotions: Concepts, Methods and Strategies. New Jersey: Prentice Hall.

GC-CRS3 DIGITAL MARKETING

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
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INSTRUCTIONS FOR THE CANDIDATES:

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SECTION A

Introduction to Digital Marketing: Concepts, Traditional Marketing vs Digital Marketing, Digital Market Evolution, Career in Digital Marketing,

Digital Consumer : Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

Digital Marketing Strategy: Digital vs Non- Digital Marketing Strategy, Digital

Marketing Decisions- Product, Price, Distribution and Promotion, Digital Marketing Strategy Formulation and Execution

SECTION B

Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search

Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment- Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.

Mobile Phones, E- Mails, Blogs, Social Media: Facebook, Instagram, Twitter, Whatsapp.

Suggested Readings:

Seema Gupta, Digital Marketing, McGraw Hill Education

Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson

Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley