

SKILL ENHANCEMENT COURSE

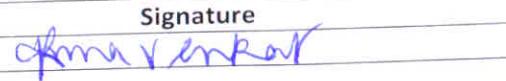
CLASS: T.Y.B.COM.

SUBJECT: MARKETING III

TITLE: MANAGEMENT OF RETAIL MARKETING

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|-------------|----------------------|----------------------------|-----------|
| Semester: V | Subject Code: C52215 | Lectures: 12 Contact Hours | Credit: 1 |
|-------------|----------------------|----------------------------|-----------|

| Sr. No. | (1) Area | (2) Course Objectives | (3) Activity | (4) Evaluation | Skills |
|---------|--------------------------------------|--|--|------------------------------|--|
| 1 | Online/Foreign Retailers in India | Ability to analyse and evaluate the functioning of Online/Foreign Retailers in India | Case Analysis | Group Discussion | Analytical Thinking and Team Building Skills |
| 2 | Franchising | Ability to demonstrate an understanding of Strategies of Franchising Businesses | Article, Blog, Book Reviews, Visits/Case Analysis | Presentation/Report Writing | Critical Thinking and Presentation Skills |
| 3 | Retail Atmospherics | Ability to analyse and evaluate the elements of Retail Atmospherics | Visit to Retail Outlets | Group PPTs/Report Writing | Experiential Learning and Team Building Skills |
| 4 | Enhancing Relationships in Retailing | Ability to identify and explain the strategies and loyalty programmes of Retailers in Enhancing Relationships in Retailing | Visit to Retailer Websites/Outlets/Review of Reports, Blogs, Books | Role Plays/Report Writing | Research&Presentation Skills |
| 5 | Retail 4.0 | Ability to appraise the functioning of Retail Sector | Article, Blog and Book Reviews on Current Trends in Retailing | Presentations/Report Writing | Critical Thinking & Presentation Skills |

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| Board Of Studies | Name | Signature |
| Chairperson (HoD) | Dr. Rama Venkatachalam |  |



ST. MIRA'S COLLEGE FOR GIRLS, PUNE
(Autonomous - Affiliated to Savitribai Phule Pune University)

SKILL ENHANCEMENT COURSE

CLASS: TYBCOM

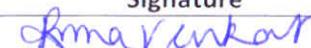
SUBJECT: Business Admin-III / Marketing-III/ Business Entre-III

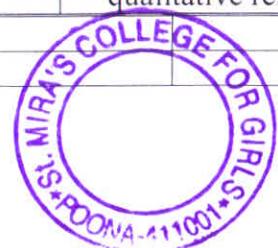
TITLE: Research Methodology

[SEC COURSE]

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|---------------------|-----------------------------|-----------------------------------|------------------|
| Semester: VI | Subject Code: C62216 | Lectures: 12 Contact Hours | Credit: 1 |
|---------------------|-----------------------------|-----------------------------------|------------------|

| Sr. No. | (1) | (2) | (3) | (4) | (5) |
|---------|--|---|---------------------------------|------------------------------|--|
| | Area | Course Outcomes | Skill-based/ Activity- based | Evaluation | Skills |
| 1. | Review of Literature | <ul style="list-style-type: none"> Ability to infer the fundamental theoretical ideas and logic of research. Ability to appraise and practice various quantitative and qualitative research methods | Activity-based | Reporting and ppt | Research Skills, Creative thinking and analytical skills |
| 2. | Research design worksheet | <ul style="list-style-type: none"> Ability to demonstrate knowledge of various research designs and techniques. | Skill-based | Worksheet, Reporting and ppt | Research Skills, Creative thinking and analytical skills |
| 3. | Designing a questionnaire | <ul style="list-style-type: none"> Ability to understand the basic framework of research process. Ability to choose methods appropriate to research aims and objectives | Skill-based | Reporting and presentation | Creative thinking and analytical skills |
| 4. | Quantitative and Qualitative data analysis exercises | <ul style="list-style-type: none"> Ability to appraise and practice various quantitative and qualitative research methods | Skill-based | Worksheet, Reporting and ppt | Analytical thinking, Creative thinking and Research Skills |

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| Board Of Studies | Name | Signature |
| Chairperson (HoD) | Dr. Rama Venkatachalam |  |



SEC_BCOM_Discipline SpecificCourse_Business Administration-III

| | | objectives | | | |
|----|--|--|-------------|------------------------------|--|
| 4. | Quantitative and Qualitative data analysis exercises | <ul style="list-style-type: none"> Ability to appraise and practice various quantitative and qualitative research methods | Skill-based | Worksheet, Reporting and ppt | Analytical thinking, Creative thinking and Research Skills |

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| Board Of Studies Chairperson (HoD) | ST. MIRIA'S COLLEGE FOR GIRLS POONA - 411001 | Name Dr. Rama Venkatachalam | Signature <i>ramavinkar</i> |
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