

Diploma in Business Management
Sem -IV Lesson Plan

Subject: SP&L

<i>week</i>	<i>lecture day</i>	<i>topic(including assignment / theory)</i>
1st	1	introduction of Store Planning & Layout
	2	meaning of Store Planning & Layout
	3	Types of Retail Location
	4	Types of Retail Location
	5	Types of Retail Location
2nd	1	Types of Retail Location
	2	location decision
	3	location decision
	4	Factors affecting the location
	5	Factors affecting the location
	6	Steps involved in choosing a retail location
3rd	1	Steps involved in choosing a retail location
	2	Steps involved in choosing a retail location
	3	assignment and revision of unit I
	4	Unit II introduction
4th	1	meaning of retail store layout
	2	concept of retail store layout
	3	types of store layout
	4	types of store layout
5th	1	types of store layout
	2	types of store layout
	3	importance of layout
	4	factors affecting store layout
	5	factors affecting store layout
	6	factors affecting store layout
6th	1	sessional test
	2	
	3	
	4	unit III introduction
	5	retail store planning
	6	retail store planning
	7th	1
2		planning the shelf space
3		planning the shelf space
4		planning the shelf space
5		planning the shelf space
6		placement of product
8th	1	placement of product
	2	placement of product
	3	placement of product

	4	placement of product
9th	1	store administration and management of the premises
	2	store administration and management of the premises
	3	store administration and management of the premises
	4	store administration and management of the premises
	5	store administration and management of the premises
	6	store administration and management of the premises
10th	1	store administration and management of the premises
	2	assignn. & Revision- Unit -III
	3	unit IV intro
	4	meaning of retail store design
	5	concept of retail store design
	6	factors affecting exterior & interior store design
11th	1	factors affecting exterior & interior store design
	2	fixtuire & furniture
	3	lightning colour
	4	sessional test
	5	
	6	
12th	1	music equipment
	2	store environment
	3	flooring and ceiling
	4	graphics and signages
13th	1	revision of unit IV
	2	unit V Meaning and concept of visual merchandising
	3	role of visual merchandising
	4	role of visual merchandising
	5	role of visual merchandising
	6	techniques of display and deisgn
14th	1	techniques of display and deisgn
	2	techniques of display and deisgn
	3	techniques of display and deisgn
	4	techniques of display and deisgn
	5	assignment and revision of unit I
	6	revision of unit IV
15th	1	sessional test
	2	
	3	
	4	revision
	5	revision
	6	revsiion

Diploma in Business Management

Sem -IV Lesson Plan

--	--	--

Subject: Business Laws & Banking Practice		
Week	Lectures	Topic
Week 1	1	UNIT-1: Concept & Meaning of company law
	2	Characteristics of company law
	3	Its Nature
	4	Types of company
	5	Joint stock company & Partnership firm
Week 2	1	Promoters- rights & duties
	2	Promoters- liabilities & remunerations
	3	Registration of company
	4	Brief description of MOA
	5	Brief description of AOA
	6	Prospectus- meaning & objectives
Week 3	1	Meetings- Annual General Meeting & Statutory Meeting
	2	Extra Ordinary General Meeting
	3	Revision of UNIT-1
	4	Written Test of UNIT-1
	5	UNIT-2: Meaning of bank & customer
	6	Process of account opening
Week 1	1	Partnership firm- meaning & function
	2	Joint stock company- meaning & function
	3	Trust- meaning & concept
	4	Clubs & associations- meaning & concept
	5	Joint Hindu Family- meaning & function
	6	NRI Banking- Function
Week 2	1	Revision of UNIT-1
	2	Sessional-1
	3	Sessional-1
	4	Sessional-1
Week 3	1	Foreigners & foreign companies- Objectives
	2	Farmers- How they work
	3	Online trading platform- concept
	4	OTP- objectives & functions
	5	Revision of UNIT- 2
	6	Written Test of UNIT-2
Week 4	1	UNIT-3: Meaning of cash credit
	2	Meaning of term loan & its functions
	3	Over drafts- meaning
	4	Demand loans- concept
Week 1	1	Bill discounted- concept
	2	Letter of credits- concept
	3	Revision of cash credit, term loans.
	4	Revision of over drafts & demand loans
	5	Revision of Bills discounted & letter of credits

	6	Written Test of UNIT-3
Week 2	1	UNIT-4: Concept & function of Mortgage
	2	Concept & function of retail lending
	3	Concept & function of housing loan
	4	Car loans- brief description
	5	Education loan- meaning & need.
	6	Personal loan- meaning & need
Week 3	1	Meaning & function of consumer loan
	2	Revision of UNIT- 4
	3	Sessional-2
	4	Sessional-2
	5	Sessional-2
Week 4	1	Revision of UNIT- 1
	2	Revision of UNIT- 2
	3	Revision of UNIT- 3
	4	Revision of UNIT- 4
Week 1	1	UNIT-5: Meaning & function of locker facility
	2	ATM- Meaning & function
	3	ATM- Objectives & advantages
	4	Internet banking- concept & function
	5	Internet banking- advantages & objectives
	6	Demat Account- concept
Week 2	1	Credit cards- meaning & functions
	2	Advantages of credit card
	3	Tele banking- concept
	4	Advantages & disadvantages of tele banking
	5	Revision of UNIT- 5
	6	Written test of UNIT-5
Week 3	1	Sessional-3
	2	Sessional-3
	3	Sessional-3
	4	Revision of UNIT- 1
	5	Revision of UNIT- 2,3
	6	Revision of UNIT- 4,5

Diploma in Business Management		
Sem -IV Lesson Plan		
Subject: ED&TQM		
Week	Lectures	Topic
Week 1	1	UNIT-1: Entrepreneurship
		Concept of Entrepreneurship
	2	Introduction & meaning of an entrepreneur

Week 1	3	Need of Entrepreneurship
	4	Scope of Entrepreneurship
	5	Objectives
Week 2	1	Importance of Entrepreneurship
	2	Competencies of an entrepreneur
	3	Qualities of an entrepreneur
	4	Revision of UNIT-1
	5	Oral Test of UNIT-1
	6	Written Test of UNIT-1
Week 3	1	UNIT-2: District Industry Centres(Introduction, Objectives & Function:
	2	Commercial banks
	3	State financial corporations
	4	Small industry service institutes
	5	Small industries development bank of India
	6	Functions of SIDBI
Week 1	1	National bank for agriculture & rural development
	2	National small institute corporation
	3	Revision of DISC & commercial bank
	4	Revision of state financial corporations & SISIs
	5	Revision of SIDBI, NABARD & NSIC
	6	Written Test of UNIT-2
Week 2	1	Revision of UNIT-1
	2	Sessional-1
	3	Sessional-1
	4	Sessional-1
Week 3	1	UNIT-3: Introduction to Business Planning
	2	Concept of small scale industry
	3	How to start a small scale industry
	4	Potential areas of growth
	5	Assessment of demand & supply in potential areas of growth
	6	How to increase the growth
Week 4	1	Concept of product selection
	2	Considerations in product selection
	3	Revision of UNIT-3
	4	Written Test of UNIT-3
Week 1	1	UNIT-4: Concept of project report
	2	Purpose of project report
	3	Guidelines for preparing the project report
	4	Business description & Market analysis
	5	Implementaion of project report
	6	Suggestions & recommendations
Week 2	1	UNIT-5: Indrodution of Quality
	2	Introduction of total quality & total quality management
	3	Customers perception of quality

Week 2	4	feedback from customers
	5	Theories of TQM
	6	Improvement in Quality
Week 3	1	Revision of UNIT- 5
	2	Revision of UNIT- 3 & 4
	3	Sessional-2
	4	Sessional-2
	5	Sessional-2
Week 4	1	UNIT-6: Concept of cost of quality
	2	Failure cost & appraisal cost
	3	Prevention cost & Maintenance Cost
	4	Revision of UNIT-6
Week 1	1	UNIT-7: Concept of Quality planning & improvemnet tools.
	2	How to plan & do
	3	How to check & Act cycle
	4	Test in time
	5	Revision of UNIT-7
	6	Written test of UNIT-7
Week 2	1	UNIT-8: Concept of KAIZEN
	2	Elementary knowledge of KAIZEN
	3	Juran's Quality Circle(Concept & Theory)
	4	Toatl Employee Involvement(Concept & Programs)
	5	Benchmarking(Concept, Benefit, Uses)
	6	Revision of UNIT-8
Week 3	1	Sessional-3
	2	Sessional-3
	3	Sessional-3
	4	Revision of UNIT-1,2,3
	5	Revision of UNIT-4,5,6
	6	Revision of UNIT-7,8

Diploma in Business Management		
Sem -IV Lesson Plan		
Subject: Retail Merchandise Management		
Week	Theory	
	Lecture Day	Topic (including assignment / test)
1st	1	Unit-1 Introduction to Reatil Merchandise Management
	2	Meaning & Definition
	3	Factors affecting merchandising
	4	Factors affecting merchandising

2nd	1	Size of organisation
	2	Structure of organisation
	3	Meaning of Merchandiser
	4	Functions of a Merchandiser
	5	Planning
	6	Directing & Controlling
3rd	1	Role & Responsibilities of a Buyer
	2	Role & Responsibilities of a Buyer
	3	Retailing in India
	4	Retailing in India
4th	1	Drivers of retail change in India
	2	Tranportation, Logistics
	3	Networking, Suppliers
	4	Unit-2 Introduction of Reatil Merchandise Planning
5th	1	Concept & meaning
	2	Process
	3	Process
	4	Tools and methods of procurement
	5	Tools and methods of procurement
	6	Assignment & Revision
6th	1	
	2	Sessional Test
	3	
	4	Unit-3 Introduction of Merchandising sourcing
	5	Meaning of Merchandising sourcing
	6	Concept of Merchandising sourcing
7th	1	Methods of sourcing
	2	Methods of sourcing
	3	Methods of sourcing
	4	Quotations
	5	Negotiation
	6	Bargaining
8th	1	Assignment
	2	Revision
	3	Unit-4 Introduction of Category Management
	4	Meaning of Category Management
9th	1	Concept of Category Management
	2	Components of Category Management
	3	Core components
	4	Other components
	5	Category Scorecard
	6	Functions of category management
	1	Functions of category management

10th	2	Process of category management
	3	Process of category management
	4	Process of category management
	5	Category Tactics
	6	Benefits
11th	1	Applications
	2	Assignment
	3	Revision
	4	
	5	Sessional Test
	6	
12th	1	Unit-5 Introduction of Retail franchising
	2	Concept & meaning
	3	Franchisor
	4	Franchisee
13th	1	Fees & Loyalty
	2	Terms & conditions
	3	Legal Issues
	4	Promotion Issues
	5	Location
	6	Location
14th	1	Types of Franchising
	2	Types of Franchising
	3	Advantages
	4	Disadvantages
	5	Assignment & Revision
	6	Revision
15th	1	
	2	Sessional Test
	3	
	4	Revision
	5	Revision
	6	Revision

Diploma in Business Management		
Sem -IV Lesson Plan		
Subject: Retail Operations Management & Operations		
Week	Theory	
	Lecture Day	Topic (including assignment / test)
	Unit 1 Introduction of Retail Operations	
1st	1	Understanding of Retail Operations
	2	Common store operations
	3	Maintainance

	4	Security & Safety
2nd	1	Elements of retail operations
	2	Components in operating retail business
	3	Merchandise operation blueprint
	4	Store format
	5	Size
	6	Personnel utilisation
3rd	1	Store maintenance
	2	Inventory management
	3	Uses
	4	Functions
4th	1	Advantages
	2	Store security
	3	Store security
	4	Insurance
5th	1	Credit Management
	2	Credit Management
	3	Computerisation
	4	Outsourcing
	5	Revision
	6	Revision
6th	1	
	2	Sessional Test
	3	
	4	Unit-2 Introduction of Retail Promotion Mix
	5	Meaniing & Concept of Retail Promotion Mix
	6	Elements in Retail Promotion Mix
7th	1	Advertising
	2	Public Relations
	3	Discounts
	4	Offers & Schemes
	5	Promotional Objectives
	6	Promotional Objectives
8th	1	Promotional Objectives
	2	Planning a retail Promotional Mix
	3	How to start
	4	Elements
9th	1	Revision
	2	Unit -3 Intro of Sales promotion technique
	3	Meaning & Concept of Sales promotion technique
	4	Advertising
	5	TV, radio
	6	Newspapers, Magazine

10th	1	Banners, Hordings
	2	Pumplets,Loudspeakers
	3	Managing promotional campaign events and retail fair management
	4	Strategies
	5	Budget
	6	location
11th	1	Refreshment
	2	Rough plan outs
	3	Sessional Test
	4	
	5	
	6	Tracking of activities
12th	1	Unit-4 Introduction of Retail sales process
	2	Studying the customer
	3	Approaching
	4	Presenting
13th	1	Handle obstacles
	2	Sale the merchandise
	3	Retail sales promotion
	4	Retail sales promotion
	5	Retail sales promotion
	6	Elements
14th	1	Elements
	2	Importance
	3	Importance
	4	Revision
	5	Revision
	6	Revision
15th	1	Sessional Test
	2	
	3	
	4	Revision
	5	Revision
	6	Revision

**Diploma in Business Management
Sem -IV Lesson Plan**

Subject :RETAIL SHOPPER BEHAVIOUR

Week	Theory	
	Lecture Day	Topic (including assignment / test)
	1	Introduction to Shoppers Behaviour

1st	2	Meaning of Shoppers Behaviour
	3	Concepts of Shoppers Behaviour
	4	Features of Shoppers Behaviour
2nd	1	Consumer Segmentation
	2	Importance of Shoppers Behaviour
	3	Limitations of Shoppers Behaviour
	4	Scope of Shoppers Behaviour
	5	Policies of Shoppers Behaviour
	6	Factors influence of Retail Shopping
3rd	1	Need of Shoppers Behaviour
	2	Factors of Shoppers Behaviour
	3	Assignment & Revision of Unit-1
	4	Unit-II Introduction
4th	1	Meaning of Consumer Demographics and Lifestyle and their retail implementations
	2	Demographic data
	3	Relevant data categories: Population and Households,
	4	household income ,highly influenced household,
5th	1	ethnicity, housing ,lifestyle
	2	Revision of unit 1
	3	Factors influence of retail shopping
	4	Repeat -consumer demographics
	5	Demographic data
	6	Revision
6th	1	Sessional Test
	2	
	3	
	4	Unit-III Introduction
	5	Meaning of Environmental Presentation
	6	How cultural values influences purchase decisions?
7th	1	Definition
	2	Social responsibility of business
	3	Types
	4	MORAL JUSTIFICATION, socio cultural norms,
	5	public image, gov. regulations, indebted to society
	6	business ethics
8th	1	Revision
	2	Unit-4 Consumer Decision Making Process
	3	Introduction and Meaning
	4	unit 4 factors influencing the customer decision making process
9th	1	Steps involved in consumer decision making process
	2	Identification of a need for the product or services
	3	Step 2 search for information

7th	4	Step3 evaluative alternatives
	5	step4 the purchase decision
	6	Importance
10th	1	Types
	2	Assignment & Revision of Unit-4
	3	Unit-V Introduction
	4	Meaning of Consumer research
	5	Nature
	6	Process
11th	1	Sessional Test
	2	
	3	
	4	Importance
	5	Types of market research
	6	Types of market research
12th	1	Importance of target market
	2	Identification of consumer characteristics
	3	Identification of consumer characteristics
	4	Market research process
13th	1	Market research process
	2	Env.factors inflencing consumer behaviour
	3	Env.factors inflencing consumer behaviour
	4	Social factors, personal factors
	5	Social factors, personal factors
	6	Psychological factors
14th	1	Psychological factors
	2	Revision
	3	Assignment
	4	Class Discussion
	5	Assignment
	6	Revision
15th	1	Sessional Test
	2	
	3	
	4	Revision
	5	Revision
	6	Revision

s)