

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

SKILL ENHANCEMENT COURSE

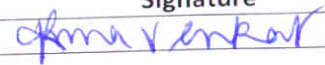
CLASS: T.Y.B.COM.

SUBJECT: MARKETING III

TITLE: MANAGEMENT OF RETAIL MARKETING

Semester: V	Subject Code: C52215	Lectures: 12 Contact Hours	Credit: 1
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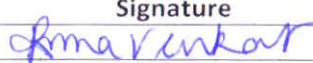
Sr. No.	(1) Area	(2) Course Objectives	(3) Activity	(4) Evaluation	Skills
1	Online/Foreign Retailers in India	Ability to analyse and evaluate the functioning of Online/Foreign Retailers in India	Case Analysis	Group Discussion	Analytical Thinking and Team Building Skills
2	Franchising	Ability to demonstrate 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

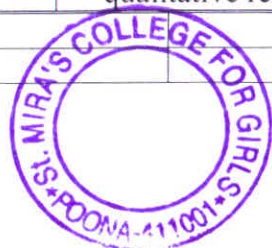
Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



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]

Semester: VI	Subject Code: C62216	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Evaluation	(5) 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
Board Of Studies		Name		Signature	
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SEC_BCOM_Discipline Specific Course_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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