



B.J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from - December 2025

Bachelor of Commerce (B.Com.)

Semester – IV

Course Code SEC	UB04SECOM06	Title of the Course	Distribution and Retailing
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	The Objective of this course is to understand the concepts of Retailing, Strategy and Planning.
-------------------------------	---

Course Content		
Unit No.	Description	Weightage (%)
1.	An Introduction to Retailing: Meaning of Retailing, Characteristics of retailer, the Types of retailers, Role of retailer, Advantages and Disadvantages of retailers, Key elements of retailing, Retail modes, Retail as a career, Retail life cycle, Retail in India, Non-store retailing, Retail store location, Factors affecting store location.	50%
2.	Strategy and Planning: What is Consumer Behaviour, the Need for studying consumer behaviour, Factors influencing the retail shopper, the Customer decision making process, Meaning of retail strategy, Concept of the business model, the Retail perspective strategy (Store location, Merchandising, Pricing, Marketing).	50%

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
--------------------------------------	--

Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Students will be able to understand and analyze the fundamentals of retailing, including types of retailers, retail modes, and store location decisions.
2)	Students will be able to analyze consumer behavior and factors influencing retail shoppers' decision-making processes.

Sr. No.	Suggested References:
1)	Modern Marketing – Principles and Practices, S. Chand and Co., 4 th revised edition.
2)	Basics of Marketing Management: Theory and Practice, Dr. R. B. Rudani, S. Chand and Co.
3)	Retail Management, Swapna Pradhan.
4)	Marketing Principles and Practices, Himalaya Publishing House.

Sr. No.	On-Line Resources available that can be used as Reference Material
----------------	---

