

||Jai Sri Gurudev ||



Sri Adichunchanagiri First Grade College

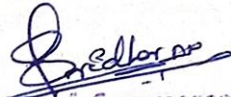
Channarayapatna-573116

Department of Commerce

CIRCULAR

Date: 29-11-2023

This is to inform all first-year B.Com. students to attend One Day visit to APMC Channarayapatna on 2nd December 2023, It is instructed that all the mentioned students should attend the programme without fail. With one note book to note actual events in APMC Organised by Department of Commerce.


HOD of Commerce
S A F G College
Channarayapatna-573116
Hassan Dist.


Principal
Sri Adichunchanagiri First Grade Collage
Channarayapatna-573 116




||Jai Sri Gurudev ||



Sri Adichunchanagiri First Grade College

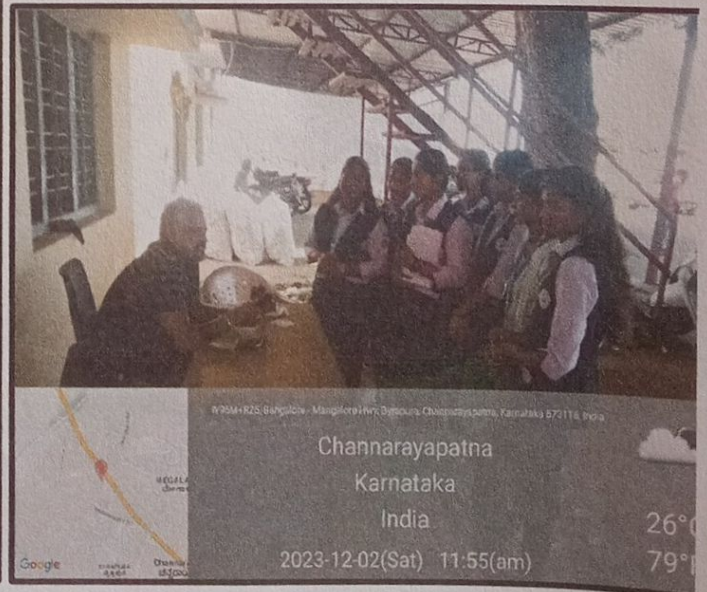
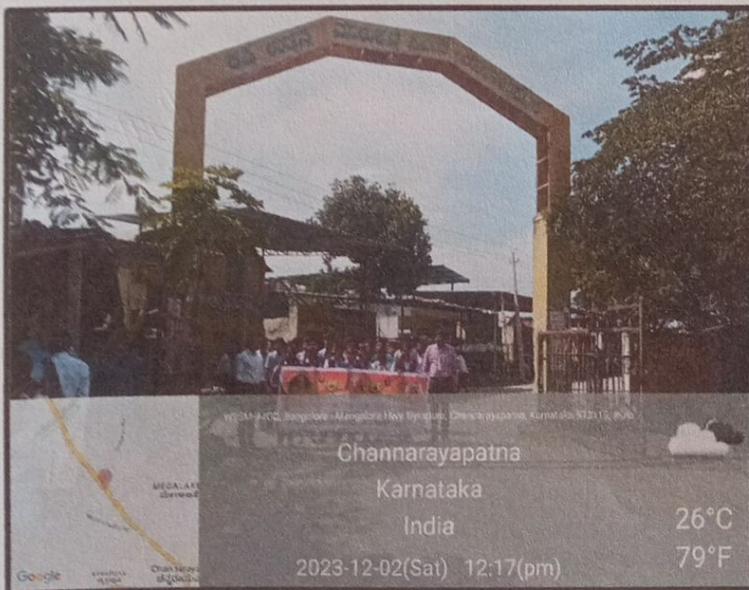
Channarayapatna-573116

Department of commerce

Report on Field Visit to “APMC Market”

Date: 02/12/2023

Department of Commerce Sri Adichuchanagiri First Grade College Channarayapatana organized an APMC Visit on the 3rd of December 2023 for 50 B.Com students to the Agricultural Produce Market Committee, Channarayapatna to understand the actual market and marketing application. This is an initiative to bridge the gap between academic and the real world. One such activity is a visit to the APMC market, where students can interact with consumers, traders, and retailers to learn about their experiences. These things cannot be learned solely in the classroom, so we plan a field trip to the market. During this visit, we followed our usual procedure and went to the market office first to meet with the officials. These officials used to provide useful market information and the number of sellers. After one hour of discussion and question-and-answer session, all of us went to the market for the next two hours. Students learned about Arhtiyas (commission agents who act as a link between farmers and buyers of their produce), the method of sale for vegetables and coconuts, and the general operation of the market. Later, the market officials refused to provide information in their office, so we began going to the market directly and absorbing everything. The market visit provided the students with hands-on experience with how markets works.

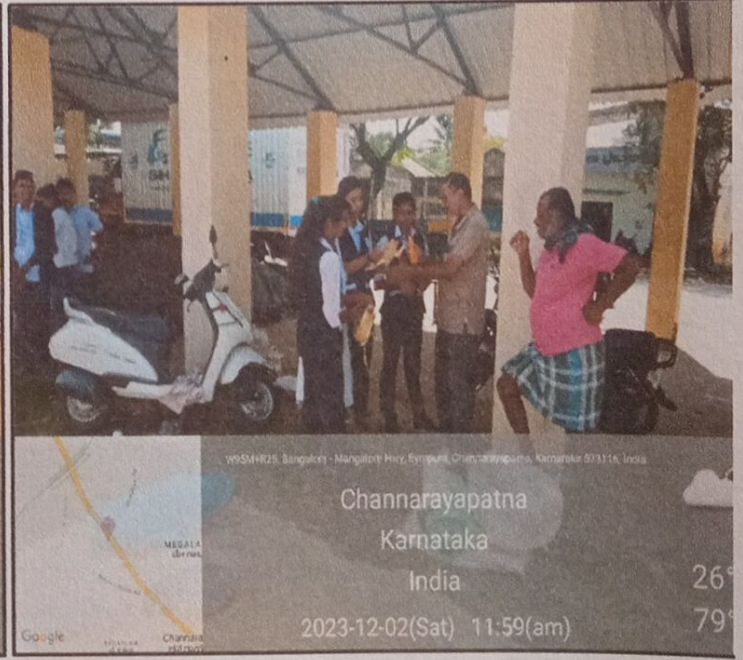
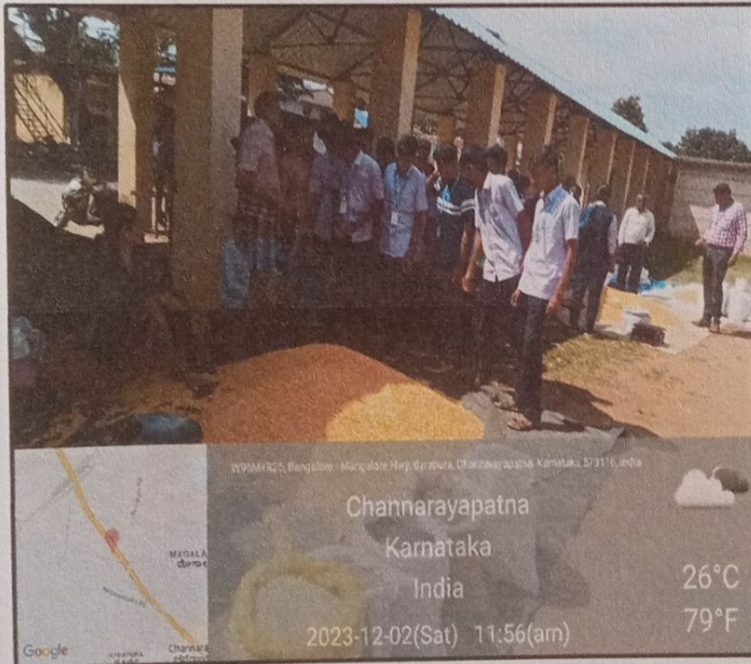


Meenu Math
Principal

Sri Adichunchanagiri First Grade Collage
Channarayapatna-573 116



Field Visit to "APMC Market" Date: 02/12/2023



Deivesh M

Principal
Sri Adichunchanagiri First Grade Collage
Channarayapatna-573 116

||JAI SREE GURUDEV||

SRI ADICHUNCHANAGIRI FIRST GRADE COLLEGE
CHANNARAYAPATNA-573116
DEPARTMENT OF COMMERCE
APMC Visit



Date: 02-12-2023

SL.No	Reg.No.	Name	Class	Signature
01	U29QB23C0006	Prasad C.K	1 st B.com	Prasad C.K
02	U29QB23C0001	Darshan Gowda.K.K	1 st B.com	Darshan Gowda.K.K
03	U29QB23C0049	Vijay Kumar G.D	1 st B.com	Vijay Kumar G.D
04	U29QB23C0048	Bharath D.N	1 st B.com	Bharath D.N
05	U29QB23C0010	Abhishek L.M	1 st B.com	Abhishek L.M
06	U29QB23C0009	Peter C.V	1 st B.com	Peter C.V
07	U29QB23C0035	Nandish Kumar T.R	1 st B.com	Nandish Kumar T.R
08	U29QB23C0033	Vinay H.V	1 st B.com	Vinay H.V
09	U29QB23C0038	Bhadrith G.C	1 st B.com	Bhadrith G.C
10	U29QB23C0029	Puneeth C.N	1 st B.com	Puneeth C.N
11	U29QB23C0032	Lumanth Gowda E.S	1 st B.com	Lumanth Gowda E.S
12	U29QB23C0024	Genesh D	1 st B.com	Genesh D
13	U29QB23C0030	Vijay G.D	1 st B.com	Vijay G.D
14	U29QB23C0020	Panthu B.M	1 st B.M	Panthu B.M
15	U29QB23C0026	Subramanya C.P	1 st B.com	Subramanya C.P
16	U29QB23C0019	Madhukiran B.V	1 st B.com	Madhukiran B.V
17	U29QB23C0037	Sneha G.C	1 st B.com	Sneha G.C
18	U29QB23C0046	Rakshitha M	1 st B.com	Rakshitha M
19	U29QB23C0014	Aishwarya W.B	1 st B.com	Aishwarya W.B
20	U29QB23C0028	Srushti G.Y	1 st B.com	Srushti G.Y
21	U29QB23C0051	Trishana A.A	1 st B.com	Trishana A.A
22	U29QB23C0016	MANASA L.S	1 st B.com	Manasa L.S
23	U29QB23C0043	Bhadritha C.W	1 st B.com	Bhadritha C.W
24	U29QB23C0041	Ankitha H.D	1 st B.com	Ankitha H.D
25	U29QB23C0042	Varshitha C.S	1 st B.com	Varshitha C.S
26	U29QB23C0017	Mahalakshmi H.R	1 st B.com	Mahalakshmi H.R
27	U29QB23C0015	Varsha	1 st B.com	Varsha
28	U29QB23C0002	Ashwini S.R	1 st B.com	Ashwini S.R



29	U29QB23C0023	Thejaswini P.M	I st B.Com	Thejaswini P.M
30	U29QB23C0044	Dhanyashree H.L.	I st B.Com	Dhanyashree H.L.
31	U29QB23C0007	Vijayalakshmi S.N	I st B.Com	Vijayalakshmi S.N
32	U29QB23C0013	Jeevitha	I st B.Com	Jeevitha
33	U29QB23C0008	Sinchana C.R	I st B.Com	Sinchana C.R
34	U29QB23C0040	Lakshmi J.K	I st B.Com	Lakshmi
35	U29QB23C0005	Nithesh K.T	I st B.Com	Nithesh K.T
36	U29QB23C0024	Yogesh H.C	I st B.Com	Yogesh H.C
37	U29QB23C00100	Panjisha M.C	I st B.Com	Panjisha M.C
38	U29QB23C0069	Sinchama M.L	I st B.Com	Sinchama M.L
39	U29QB23C0096	chandana b.P	I st B.Com	chandana b.P
40	U29QB23C0063	Rachana K.M	I st B.Com	Rachana K.M
41	U29QB23C0099	Lavanya C.R	I st B.Com	Lavanya C.R
42	U29QB23C0103	Hadeese fathima	I st B.Com	Hadeese fathima
43	U29QB23C0081	Sinchana P.V	I st B.Com	Sinchana P.V
44	U29QB23C0065	Aapitha Ait	I st B.Com	Aapitha Ait
45	U29QB23C0064	Preeethi B.U	I st B.Com	Preeethi B.U
46	U29QB23C0066	Priyanka	I st B.Com	Priyanka
47	U29QB23C00104	N.R.VEDA	I st B.Com	N.R.VEDA
48	U29A132310075	Nithin g.c	I st B.Com	Nithin g.c
49	U29A1323C089	M.Padushakthian	I st B.Com	M.Padushakthian
50	U29QB23C0105	Akshay P	I st B.Com	Akshay P
51	U29QB23C0082	Shreyas C.Y	I st B.Com	Shreyas C.Y
52	U29QB23C0068	Puneeth kumar vij	I st B.Com	Puneeth kumar vij
53	U29QB23C0055	K.S Nikhil gawda	I st B.Com	K.S Nikhil gawda
54	U29QB23C0053	H.U.Someshkumar	I st B.Com	H.U.Someshkumar
55	U29QB23C0073	Shan, H.M	I st B.Com	Shan, H.M
56	U29QB23C0060	Dhananjaya N	I st B.Com	Dhananjaya N
57	U29QB23C0093	Hemanth M.D	I st B.Com	Hemanth M.D
58	U29QB23C0054	Chaitanya C.S	I st B.Com	Chaitanya C.S
59	U29QB23C0086	Keerthi V.K	I st B.Com	Keerthi V.K
60	U29QB23C0079	Bhavana D.M.	I st B.Com	Bhavana D.M.
61	U29QB23C0088	Prasanna T.L	I st B.Com	Prasanna T.L
62	U29QB23C0091	Pavithra N.P	I st B.Com	Pavithra N.P
63	U29QB23C0098	Likhithe R	I st B.Com	Likhithe R
64	U29QB23C0052	Lakshmi P.C.K	I st B.Com	Lakshmi P.C.K

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: COM M1 Name of the Course: Retail Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to		
a) Understand the contemporary of retail management, issues, strategies and trends in Retailing.		
b) Utilize the theories and strategies of retail planning.		
c) Perceive the role and responsibilities of store manager and examine the visual merchandising and its techniques in the present context.		
d) Prioritize the factors to be considered while fixing the price in retailing.		
e) Comprehend the emerging trends in Retail Industry.		
Syllabus:		Hours
Module No. 1: Introduction to Retailing		08
Introduction – Meaning and Definition – Characteristics of Retailing -Functions of Retailing- Types of Retailing- Forms of Retailing based on ownership. Retail Theories- Wheel of Retailing- Retail Life cycle- Retail Business in India. Influencing factor- Present Indian retail scenario. International Perspective in Retail Business.		
Module No. 2: Consumer Behaviour in Retail Business		10
Buying Decision Process and its Implication on Retailing – Influence of Group and Individual Factors, Customer Shopping Behaviour, Customer Service and Customer Satisfaction. Retail Planning Process: Factors to Consider in Preparing a Business Plan – Implementation – Risk Analysis.		
Module No. 3: Retail Operations		10
Factors Influencing location of Store - Market Area Analysis – Trade Area Analysis – Rating Plan method - Site Evaluation. Retail Operations: Stores Layout and Visual Merchandising, Stores designing, Space Planning, Inventory Management, Merchandise Management, Category Management.		
Module No. 4: Retail Marketing Mix		07
Product: Decisions Related to Selection of Goods (Merchandise Management Revisited) Decisions Related to Delivery of Service.		
Pricing: Influencing Factors – Approaches to Pricing – Price Sensitivity - Value Pricing –		

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Markdown Pricing.	
Place: Supply Channel-SCM Principles – Retail Logistics – Computerized Replenishment System- Corporate Replenishment Policies.	
Promotion: Setting objectives – Communication Effects - Promotional Mix.	
Human Resource Management in Retailing – Manpower Planning – Recruitment and Training – Compensation – Performance Appraisal Methods.	
Module No. 5: Impact of Information Technology in Retailing	
10	
Non-Store Retailing (E-Retailing) - The Impact of Information Technology in Retailing - Integrated Systems and Networking – EDI – Bar Coding – Electronic Article Surveillance Electronic Shelf Labels – Customer Database Management System. Legal Aspects in Retailing, Social Issues in Retailing, Ethical Issues in Retailing. Artificial Intelligence in Retailing.	

Principles of Marketing

LTP: 4+0+0

4 Hours per week

OBJECTIVE:

- To enable students to understand the basic concepts and principles of Marketing

OUTCOME:

- Students will be able to learn the application of Principles of marketing by business firms

UNIT – I Introduction to Marketing: Meaning and Definition of Market, Marketing- Core Marketing Concepts - Marketing Mix - Marketing environment - Functions of Marketing. 4Ps and 7Ps of marketing mix. Online Marketing- Relationship between Technology, Globalisation , Social Responsibility and online marketing.

UNIT – II Product : Meaning of a Product - Product Plan --Diffusion (Adoption) of Innovations- New Product idea - Stages in New Product Development- Causes for Failure of a new product - Product life cycle and Marketing strategy.

UNIT – III Price and Promotion: Price: Meaning – Pricing Strategy – Types of Pricing Strategies. Promotion: Meaning and Role of Promotion – Types of Promotion – Personal selling – Advertising – Publicity and Sales promotion - Elements of Promotional mix – Factors affecting Promotion Mix.

UNIT - IV Place in Marketing mix : Channels of Distribution – Types of Channels of Distribution - Middlemen and Distribution- Selection of the type of Channel - Retailing –Nature and Importance –Non-store retailing-Wholesaling and Physical Distribution-Nature and Importance of Wholesaling and Physical Distribution.

UNIT – V Consumer Behaviour: Meaning - Features – Scope- Importance- Models of Consumer Behaviour - Consumer reference groups and their types – Consumer behavior in Online marketing.

SKILL DEVELOPMENT

1. Name any five FMCG companies in India and identify the pricing strategy used by each one of them.
2. Select any five firms in automobile industry and identify the promotional methods used by each of the firm.
3. Identify any five products that failed in the market and identify the causes of failure for each of the products.
4. Select any five products and identify the various channels of distribution used for each of them.
5. Identify a product in the growth stage and write about 4Ps of marketing in it.

Books for Reference

1. Principle of Marketing- Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Pearson Publication
2. Principles of Marketing – Robert H. Utaraid and Brajendra Kr Gupta
3. Principles of Marketing – Charles W Lamb, Cengage India Learning P Ltd
4. Principles of Marketing – Dr Amit Kumar, Sahitya Bhawan Publications
5. Marketing – Grewal and Levy, Mc Graw Hill Publication