

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.M.S. (SEMESTER - VI)

SUBJECT: MARKETING - RETAIL MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To familiarize the students with retail management concepts and operations	Learners will perceive about the retail management concepts and its operations
2)	To explain the understanding of retail management and types of retailers	Learners will cognize about the understanding of retail management and types of retailers
3)	To discuss an understanding of retail management terminology including merchandize management, store management and retail strategy	Learners will procure an understanding of retail management terminology including merchandize management, store management and retail strategy
4)	To acquaint the students with legal and ethical aspects of retail management	Learners will acquire information related to legal and ethical aspects of retail management
5)	To create awareness about emerging trends in retail management	Learners will be aware of the latest trends in the retail industry