



Aggarwal College Ballabgarh

LESSON PLAN

18 WEEKS (JULY-NOVEMBER 2024)

NAME OF FACULTY: DR. POONAM RAUTELA_____

CLASS: B.VOC RM		SEMESTER: I	SECTION: A
SUBJECT: BASICS OF MARKETING		Course Code BVRM-102	
WEEK	DATE	TOPICS TO BE COVERED	
1	22-7-2024	Detailed Discussion about the syllabus and course content of the paper	
	23-7-2024	Introduction of the first topic – Marketing and its meaning	
	24-7-2024	Introduction to Marketing meaning and Definition	
	25-7-2024	Nature of marketing	
	26-7-2024	Scope of marketing	
	27-7-2024	importance of marketing	
	28-7-2024	SUNDAY	
2	29-7-2024	Approaches to the study of marketing and economic development	
	30-7-2024	Approaches to the study of marketing and economic development	
	31-7-2024	HOLIDAY-SARDAR UDHAM SINGH SHAHEEDI DIVAS	
	1-8-2024	Assignment-I (approaches of marketing)	
	2-8-2024	Traditional concept of marketing	
	3-8-2024	Modern concept of marketing	
	4-8-2024	SUNDAY	
	5-8-2024	Functions of marketing	
	6-8-2024	Class test-1	
	7-8-2024	Importance of marketing	

3	8-8-2024	Importance of marketing
	9-8-2024	Meaning and introduction of Business environment
	10-8-2024	Types/classification of marketing environment
	11-8-2024	SUNDAY
4	12-8-2024	Micro environment factors
	13-8-2024	Macro environment factors
	14-8-2024	characteristics of macro environmental factors
	15-8-2024	HOLIDAY-INDEPENDENCE DAY
	16-8-2024	Assignments: Discuss about one job Role in sales field with reference to retail industry
	17-8-2024	Significance of macro environmental factors
	18-8-2024	SUNDAY
5	19-08-2024	HOLIDAY-RAKSHABANDHAN
	20-08-2024	Analysing needs & trends in the macro environment
	21-8-2024	Analysing needs & trends in the macro environment
	22-8-2024	demographic environment
	23-8-2024	Economic environment
	24-8-2024	Geographical environment
	25-8-2024	SUNDAY
6	26-8-2024	HOLIDAY-JANAMASHTMI
	27-8-2024	Natural environment
	28-8-2024	Technological environment
	29-8-2024	Socio cultural environment and legal environment
	30-8-2024	Class test
	31-08-2024	Marketing mix: Definitions

	1-9-2024	SUNDAY
7	2-9-2024	Concept
	3-9-2024	Elements of marketing mix
	4-9-2024	Significance of marketing mix
	5-9-2024	Product decision
	6-9-2024	Place decision
	7-9-2024	Price decision
	8-9-2024	SUNDAY
8	9-9-2024	Promotion decision
	10-9-2024	role of marketing mix elements
	11-9-2024	Meaning of markets
	12-9-2024	concept of segmentation
	13-9-2024	Types of segmentation
	14-9-2024	Basis of segmentation
	15-9-2024	SUNDAY
9	16-9-2024	Age, income , product variety, differentiation, geographical
	17-9-2024	Requisites of sound marketing segmentation
	18-9-2024	Positioning strategies
	19-9-2024	Market targeting strategies
	20-9-2024	Class test-1
	21-9-2024	Market targeting strategies
	22-9-2024	SUNDAY
10	23-9-2024	HOLIDAY-HARYANA SHAHEEDI DIWAS
	24-9-2024	Undifferentiated Marketing
	25-9-2024	Concept of marketing channels

	26-9-2024	types of marketing channels
	27-9-2024	Channel design decisions
	28-9-2024	Channel management decisions
	29-9-2024	SUNDAY
11	30-10-2024	Factors affecting Channels
	1-10-2024	significance of marketing channel decisions
	2-10-2024	HOLIDAY-GANDHI JAYANTI
	3-10-2024	HOLIDAY-MAHARAJA AGARSEIN JAYANTI
	4-10-2024	Consumer markets
	5-10-2024	Consumer markets
	6-10-2024	SUNDAY
12	7-10-2024	Factors influencing consumer behaviour
	8-10-2024	Factors influencing consumer behaviour
	9-10-2024	Factors influencing consumer behaviour
	10-10-2024	buying decision process,
	11-10-2024	buying decision process,
	12-10-2024	HOLIDAY-DUSSEHRA
	13-10-2024	SUNDAY
13	14-10-2024	Analysing business markets- the procurement process
	15-10-2024	Analysing business markets- the procurement process
	16-10-2024	Demand forecasting –need and techniques
	17-10-2024	HOLIDAY-VALMIKI JAYANTI
	18-10-2024	Demand forecasting –need and techniques
	19-10-2024	Revision Unit -1

	20-10-2024	SUNDAY
14	21-10-2024	Revision Unit -2
	22-10-2024	Discussion and evaluation of assignment
	23-10-2024	Revision Unit -3 continued
	24-10-2024	Class test- Unit 3, Oral test
	25-10-2024	Assignments: Prepare a display plan of a food store/ a fine dine restaurant
	26-10-2024	Revision Unit -4 Continued
	27-10-2024	SUNDAY
15	28-10-2024	DIWALI BREAK
	29-10-2024	DIWALI BREAK
	30-11-2024	DIWALI BREAK
	31-10-2024	DIWALI BREAK
	1-11-2024	DIWALI BREAK
	2-11-2024	DIWALI BREAK
	3-11-2024	SUNDAY
16	4-11-2024	Revision Unit -4 Continued
	5-11-2024	Class test Unit -4
	6-11-2024	Assignments: Prepare a PowerPoint presentation on the layout of the shopping mall you visited last time.
	7-11-2024	Power point presentations roll number wise
	8-11-2024	Power point presentations roll number wise
	9-11-2024	Oral presentations
	10-11-2024	SUNDAY
17	11-11-2024	Revision of Market segmentation
	12-11-2024	Bases for Market segmentation
	13-11-2024	Market targeting strategies

	14-11-2024	Designing and managing marketing channel
	15-11-2024	HOLIDAY-GURUNANAK DEV JAYANTI
	16-11-2024	Marketing channels
	17-11-2024	SUNDAY
18	18-11-2024	Marketing Mix
	19-11-2024	Analyzing Business markets
	20-11-2024	Business markets- meaning
	21-11-2024	The procurement process
	22-11-2024	Demand forecasting-needs and techniques
	23-11-2024	Holistic marketing
	24-11-2024	SUNDAY

Signature

Poonam Rautela



Aggarwal College Ballabgarh

LESSON PLAN

18 WEEKS (JULY-NOVEMBER 2024)

NAME OF FACULTY: DR. POONAM RAUTELA_____

CLASS: B.VOC RM		SEMESTER: I	SECTION: A
SUBJECT: BASICS OF RETAILING		Course Code BVRM-104	
WEEK	DATE	TOPICS TO BE COVERED	
1	22-7-2024	Detailed Discussion about the syllabus and course content of the paper	
	23-7-2024	Introduction of the first topic – Retailing and its meaning	
	24-7-2024	Introduction to Retailing meaning and Definition	
	25-7-2024	Nature of Retailing	
	26-7-2024	Scope of Retailing	
	27-7-2024	importance of Retailing	
	28-7-2024	SUNDAY	
2	29-7-2024	History of Retailing	
	30-7-2024	Present status and future of retailing in india	
	31-7-2024	HOLIDAY-SARDAR UDHAM SINGH SHAHEEDI DIVAS	
	1-8-2024	Present status and future of retailing in India	
	2-8-2024	Development of retailing in India – Organised and unorganized	
	3-8-2024	nature, scope, importance,	
	4-8-2024	SUNDAY	
	5-8-2024	Technology induction in retailing	
	6-8-2024	Technology induction in retailing	

3	7-8-2024	Technology induction in retailing
	8-8-2024	Career options in retailing,
	9-8-2024	Career options in retailing,
	10-8-2024	Types of retailing: stores classified by owners,
	11-8-2024	SUNDAY
4	12-8-2024	Types of retailing: stores classified by owners
	13-8-2024	Types of retailing: stores classified by owners
	14-8-2024	Types of retailing: stores classified by owners
	15-8-2024	HOLIDAY-INDEPENDENCE DAY
	16-8-2024	stores classified by merchandising categories.
	17-8-2024	stores classified by merchandising categories
	18-8-2024	SUNDAY
5	19-08-2024	HOLIDAY-RAKSHABANDHAN
	20-08-2024	Retailing formats
	21-8-2024	Retailing formats
	22-8-2024	cash and carry business
	23-8-2024	cash and carry business
	24-8-2024	cash and carry business
	25-8-2024	SUNDAY
6	26-8-2024	HOLIDAY-JANAMASHTMI
	27-8-2024	Retailing models- franchiser franchisee,
	28-8-2024	Retailing models- franchiser franchisee,
	29-8-2024	Retailing models- franchiser franchisee,
	30-8-2024	Class test
	31-08-2024	Directly owned;

	1-9-2024	SUNDAY
7	2-9-2024	Directly owned;
	3-9-2024	Directly owned;
	4-9-2024	wheel of retailing
	5-9-2024	wheel of retailing
	6-9-2024	retailing life cycle;
	7-9-2024	retailing life cycle;
	8-9-2024	SUNDAY
8	9-9-2024	retailing life cycle;
	10-9-2024	cooperation and conflict with other retailers.
	11-9-2024	cooperation and conflict with other retailers.
	12-9-2024	cooperation and conflict with other retailers.
	13-9-2024	cooperation and conflict with other retailers.
	14-9-2024	cooperation and conflict with other retailers.
	15-9-2024	SUNDAY
9	16-9-2024	Retail planning- importance and process;
	17-9-2024	Retail planning- importance and process;
	18-9-2024	Retail planning- importance and process;
	19-9-2024	developing retailing strategies:
	20-9-2024	Class test-1
	21-9-2024	developing retailing strategies
	22-9-2024	SUNDAY
10	23-9-2024	HOLIDAY-HARYANA SHAHEEDI DIWAS
	24-9-2024	developing retailing strategies
	25-9-2024	developing retailing strategies

	26-9-2024	objectives, action plans,
	27-9-2024	objectives, action plans,
	28-9-2024	objectives, action plans,
	29-9-2024	SUNDAY
11	30-10-2024	pricing strategies
	1-10-2024	pricing strategies
	2-10-2024	HOLIDAY-GANDHI JAYANTI
	3-10-2024	HOLIDAY-MAHARAJA AGARSEIN JAYANTI
	4-10-2024	location strategies,
	5-10-2024	location strategies,
	6-10-2024	SUNDAY
12	7-10-2024	location strategies,
	8-10-2024	location strategies,
	9-10-2024	visual merchandising and displays
	10-10-2024	visual merchandising and displays
	11-10-2024	Assignments : do you think there is a difference in sellers behaviour while buying in cash and buying a product at credit, share your personal experiences , if any
	12-10-2024	HOLIDAY-DUSSEHRA
	13-10-2024	SUNDAY
13	14-10-2024	visual merchandising and displays
	15-10-2024	visual merchandising and displays
	16-10-2024	visual merchandising and displays
	17-10-2024	HOLIDAY-VALMIKI JAYANTI
	18-10-2024	Retail Selling Skills:
	19-10-2024	Pre-Check,

	20-10-2024	SUNDAY
14	21-10-2024	Pre-Check,
	22-10-2024	Opening the Sale,
	23-10-2024	Opening the Sale,
	24-10-2024	Probing,
	25-10-2024	Demonstration,
	26-10-2024	Trial
	27-10-2024	SUNDAY
15	28-10-2024	DIWALI BREAK
	29-10-2024	DIWALI BREAK
	30-11-2024	DIWALI BREAK
	31-10-2024	DIWALI BREAK
	1-11-2024	DIWALI BREAK
	2-11-2024	DIWALI BREAK
	3-11-2024	SUNDAY
16	4-11-2024	Handling Objections,
	5-11-2024	Closing of sales
	6-11-2024	Assignments: Prepare a display plan of a food store/ a fine dine restaurant
	7-11-2024	Confirmations & Invitations
	8-11-2024	Retail Audits
	9-11-2024	Online Retailing
	10-11-2024	SUNDAY
17	11-11-2024	Online Retailing
	12-11-2024	Online Retailing

	13-11-2024	changing role of retailing
	14-11-2024	Assignments: Prepare a PowerPoint presentation on the layout of the shopping mall you visited last time
	15-11-2024	HOLIDAY-GURUNANAK DEV JAYANTI
	16-11-2024	changing role of retailing
	17-11-2024	SUNDAY
18	18-11-2024	changing role of retailing
	19-11-2024	Revision Unit -1
	20-11-2024	Revision Unit -2
	21-11-2024	Revision Unit -3
	22-11-2024	Revision Unit -4
	23-11-2024	Discussion and evaluation of assignment
	24-11-2024	SUNDAY

Signature

Poonam Rautela



Aggarwal College Ballabgarh

LESSON PLAN

18 WEEKS (JULY-NOVEMBER 2024)

NAME OF FACULTY: DR. _POONAM RAUTELA_____

CLASS: B.VOC RM		SEMESTER: V	SECTION: A
SUBJECT: STORE LAYOUT & DESIGN Course Code BVRM-302			
WEEK	DATE	TOPICS TO BE COVERED	
1	22-7-2024	Detailed Discussion about the syllabus and course content of the paper	
	23-7-2024	Introduction of the first topic – Store layout and its meaning	
	24-7-2024	Meaning of store location	
	25-7-2024	Nature of store location	
	26-7-2024	Significance of store location	
	27-7-2024	Types of store locations	
	28-7-2024	SUNDAY	
2	29-7-2024	Assignments: Discuss the comparative location benefits of any 2neighbourhood retail stores	
	30-7-2024	Factors affecting store locations	
	31-7-2024	HOLIDAY-SARDAR UDHAM SINGH SHAHEEDI DIVAS	
	1-8-2024	Factors affecting store locations continued	
	2-8-2024	Location and sight evaluation	
	3-8-2024	Discussion and evaluation of the assignment	
	4-8-2024	SUNDAY	
	5-8-2024	Location and sight evaluation	

3	6-8-2024	Trading area analysis
	7-8-2024	Assignments: Discussion of different types of store layout through examples of neighbourhood
	8-8-2024	Trading area analysis continued
	9-8-2024	Recent trends in Location of store
	10-8-2024	Nature and objectives of Store Layout
	11-8-2024	SUNDAY
4	12-8-2024	Discussion and evaluation of the assignment
	13-8-2024	Allocation of floor space
	14-8-2024	Classification of store offerings
	15-8-2024	HOLIDAY-INDEPENDENCE DAY
	16-8-2024	Assignments: Discuss about potentialities of opening a retail store in your residential location.
	17-8-2024	Traffic flow patterns of store
	18-8-2024	SUNDAY
5	19-08-2024	HOLIDAY-RAKSHABANDHAN
	20-08-2024	Traffic flow patterns of store continued
	21-8-2024	Space needs
	22-8-2024	Discussion and evaluation of the assignment
	23-8-2024	Interior Display
	24-8-2024	Interior Display continued
	25-8-2024	SUNDAY
6	26-8-2024	HOLIDAY-JANAMASHTMI
	27-8-2024	Assignments: Prepare an advertisement of 30 seconds to sale your favourite cosmetic product
	28-8-2024	Store design: objectives

	29-8-2024	Store design: objectives
	30-8-2024	Types of store Format
	31-08-2024	Discussion and evaluation of assignment
	1-9-2024	SUNDAY
7	2-9-2024	Types of store format continued
	3-9-2024	Impact on consumer behaviour
	4-9-2024	Assignments: Prepare a list of items you bought impulsively, what was the influence behind it? Were the items useful or waste of money?
	5-9-2024	Impulsive buying
	6-9-2024	Impulsive buying continued
	7-9-2024	Out-store Tactics
	8-9-2024	SUNDAY
8	9-9-2024	Discussion and evaluation of assignment
	10-9-2024	In-store tactics
	11-9-2024	Assignments: Explain about your visit to a shopping mall? What safety and security measures you find there?
	12-9-2024	Planning and controlling of inventory
	13-9-2024	Planning and controlling of inventory continued
	14-9-2024	Planning and controlling of inventory continued

	15-9-2024	SUNDAY
9	16-9-2024	Discussion and evaluation of assignment
	17-9-2024	Retail Logistics
	18-9-2024	Retail Logistics continued
	19-9-2024	Assignments: write the supply channel of your favourite food item of a particular brand.
	20-9-2024	Place- supply chain management
	21-9-2024	The supply channel
	22-9-2024	SUNDAY
10	23-9-2024	HOLIDAY-HARYANA SHAHEEDI DIWAS
	24-9-2024	Store maintenance
	25-9-2024	Discussion and evaluation of assignment
	26-9-2024	Store maintenance continued
	27-9-2024	Energy management and renovation
	28-9-2024	Assignments: prepare a detailed store layout and location plan of your own dream retail store.
	29-9-2024	SUNDAY
11	30-10-2024	Energy management and renovation continued
	1-10-2024	Energy management and renovation continued
	2-10-2024	HOLIDAY-GANDHI JAYANTI
	3-10-2024	HOLIDAY-MAHARAJA AGARSEIN JAYANTI
	4-10-2024	Revision Unit -1


	5-10-2024	Discussion and evaluation of assignment
	6-10-2024	SUNDAY
12	7-10-2024	Revision Unit -1 Continued
	8-10-2024	Class test- 1
	9-10-2024	Assignments: speak about your role model mentioning their unique personality traits
	10-10-2024	Group discussion
	11-10-2024	Revision Unit -2
	12-10-2024	HOLIDAY-DUSSEHRA
	13-10-2024	SUNDAY
13	14-10-2024	Revision Unit-2 Continued
	15-10-2024	Discussion and evaluation of assignment
	16-10-2024	Revision Unit 2 continued
	17-10-2024	HOLIDAY-VALMIKI JAYANTI
	18-10-2024	Class Test- Unit -2
	19-10-2024	Assignments : Prepare a ppt of different types of displays in a garment store, at least of three brands
	20-10-2024	SUNDAY
14	21-10-2024	Class oral presentations
	22-10-2024	Revision Unit -3
	23-10-2024	Revision Unit -3
	24-10-2024	Discussion and evaluation of assignment
	25-10-2024	Revision Unit -3 continued
	26-10-2024	Class test- Unit 3 , Oral test
	27-10-2024	SUNDAY

15	28-10-2024	DIWALI BREAK
	29-10-2024	DIWALI BREAK
	30-11-2024	DIWALI BREAK
	31-10-2024	DIWALI BREAK
	1-11-2024	DIWALI BREAK
	2-11-2024	DIWALI BREAK
	3-11-2024	SUNDAY
16	4-11-2024	Assignments: Prepare a display plan of a food store/ a fine dine restaurant
	5-11-2024	group discussion
	6-11-2024	Revision Unit -4
	7-11-2024	Revision Unit -4 Continued
	8-11-2024	Revision Unit -4 Continued
	9-11-2024	Class test Unit -4
	10-11-2024	SUNDAY
17	11-11-2024	Assignments: Prepare a PowerPoint presentation on the layout of the shopping mall you visited last time.
	12-11-2024	Power point presentations roll number wise
	13-11-2024	Power point presentations roll number wise
	14-11-2024	Power point presentations roll number wise
	15-11-2024	HOLIDAY-GURUNANAK DEV JAYANTI
	16-11-2024	Power point presentations roll number wise
	17-11-2024	SUNDAY
18	18-11-2024	Oral presentations
	19-11-2024	Oral presentations
	20-11-2024	Oral presentations
	21-11-2024	Oral presentations

	22-11-2024	Short answer type question writing practice
	23-11-2024	Short answer type question writing practice
	24-11-2024	SUNDAY

Signature

Poonam Rautela

 <h2 style="text-align: center;">Aggarwal College Ballabgarh</h2> <h3 style="text-align: center;">LESSON PLAN</h3> <p style="text-align: center;">18 WEEKS (JULY-NOVEMBER 2024)</p> <p style="text-align: center;">NAME OF FACULTY: DR. <u>POONAM RAUTELA</u></p>		
CLASS: B.VOC RM	SEMESTER: V	SECTION: A
SUBJECT: ELEMENTS OF SALESMANSHIP Course Code BVRM-304		
WEEK	DATE	TOPICS TO BE COVERED
1	22-7-2024	Detailed Discussion about the syllabus and course content of the paper
	23-7-2024	Introduction of the first topic – Salesmanship and its meaning
	24-7-2024	Features of Salesmanship
	25-7-2024	Functions of Salesmanship
	26-7-2024	Salesmanship- Art or science
	27-7-2024	Concept of Salesmanship
	28-7-2024	SUNDAY
	29-7-2024	Assignments : Speak about your favourite advertisement and its selling style
	30-7-2024	Types of Selling
	31-7-2024	HOLIDAY-SARDAR UDHAM SINGH SHAHEEDI DIVAS

2	1-8-2024	Discussion and evaluation of the assignment
	2-8-2024	Changing Role of Salesman
	3-8-2024	Functions of a salesman
	4-8-2024	SUNDAY
3	5-8-2024	Functions of a Salesman continued
	6-8-2024	Discussion of different types of salesman through examples of print/ visual ads
	7-8-2024	Assignments : Speak about Role of personal selling in society
	8-8-2024	Importance of personal selling in context of Competitive environment
	9-8-2024	Discussion and evaluation of assignment
	10-8-2024	Types of Salesman
	11-8-2024	SUNDAY
4	12-8-2024	Discussion and evaluation of the assignment
	13-8-2024	Duties of salesman
	14-8-2024	Responsibilities of a salesman
	15-8-2024	HOLIDAY-INDEPENDENCE DAY
	16-8-2024	Assignments: Discuss about one job Role in sales field with reference to retail industry
	17-8-2024	Qualities of a salesman
	18-8-2024	SUNDAY
5	19-08-2024	HOLIDAY-RAKSHABANDHAN
	20-08-2024	Salesman Career- Career Counselling and guidance
	21-8-2024	Discussion of assignment and problems
	22-8-2024	Opportunities and growth in sales field

	23-8-2024	Opportunities and growth in sales field continued
	24-8-2024	Rewards in Selling
	25-8-2024	SUNDAY
6	26-8-2024	HOLIDAY-JANAMASHTMI
	27-8-2024	Assignments: Prepare a detailed report of incentives earned by the earning members of your family. (Types of incentives and nature of incentive)
	28-8-2024	Financial and non-financial rewards (Incentives)
	29-8-2024	financial and non-financial rewards continued
	30-8-2024	evaluation of Assignment
	31-08-2024	Methods of training salesman
	1-9-2024	SUNDAY
7	2-9-2024	Methods of training salesman continued
	3-9-2024	Methods of training salesman continued
	4-9-2024	Assignments: prepare an assignment on training methods for sales man in your favourite brand (Food/ cosmetic/ electronics / apparels)
	5-9-2024	Impulsive buying
	6-9-2024	Impulsive buying continued
	7-9-2024	Classification of buyers
	8-9-2024	SUNDAY
8	9-9-2024	Buying motives – rational and emotional continued
	10-9-2024	Factors influencing Purchase of a product
	11-9-2024	Shopping behaviour
	12-9-2024	Assignments: Prepare an assignment on comparative differences in shopping behaviour of your parents.
	13-9-2024	Discussion and evaluation of assignment
	14-9-2024	Planning and controlling of inventory continued

	15-9-2024	SUNDAY
9	16-9-2024	Planning and controlling of inventory continued
	17-9-2024	Discussion and evaluation of assignment
	18-9-2024	Shopping behaviour continued
	19-9-2024	identifying Customers perception
	20-9-2024	Methods to identify customer perception
	21-9-2024	Finding out customer's needs, problems and potentialities
	22-9-2024	SUNDAY
10	23-9-2024	HOLIDAY-HARYANA SHAHEEDI DIWAS
	24-9-2024	Assignments: Give a sales presentation of one of your favourite personal care products
	25-9-2024	Finding out customer's needs, problems and potentialities contd.
	26-9-2024	Discussion and evaluation of assignment
	27-9-2024	Sales presentation- introduction
	28-9-2024	Planning sales presentation
	29-9-2024	SUNDAY
11	30-10-2024	Assignments: prepare a list of 5 items you purchased and got warranty on them, what are the solutions provided in that warranty period/card?
	1-10-2024	Objectives of sales planning
	2-10-2024	HOLIDAY-GANDHI JAYANTI
	3-10-2024	HOLIDAY-MAHARAJA AGARSEIN JAYANTI
	4-10-2024	Objectives of sales planning contd.
	5-10-2024	Sales talk
	6-10-2024	SUNDAY
12	7-10-2024	Discussion and evaluation of assignment
	8-10-2024	Sales talk
	9-10-2024	Sales talk

	10-10-2024	Assignments: do you think there is a difference in sellers behaviour while buying in cash and buying a product at credit, share your personal experiences, if any.
	11-10-2024	Sales talk
	12-10-2024	HOLIDAY-DUSSEHRA
	13-10-2024	SUNDAY
13	14-10-2024	Supporting evidences
	15-10-2024	Supporting evidences contd.
	16-10-2024	Supporting evidences contd.
	17-10-2024	HOLIDAY-VALMIKI JAYANTI
	18-10-2024	Steps involved in product presentation and demonstration
	19-10-2024	Steps involved in product presentation and demonstration
	20-10-2024	SUNDAY
14	21-10-2024	Assignments: write an assignment on functions of a salesman.
	22-10-2024	Class oral presentations
	23-10-2024	Revision Unit -1
	24-10-2024	Revision Unit -2
	25-10-2024	Discussion and evaluation of assignment
	26-10-2024	Revision Unit -3 continued
	27-10-2024	SUNDAY
15	28-10-2024	DIWALI BREAK
	29-10-2024	DIWALI BREAK
	30-11-2024	DIWALI BREAK
	31-10-2024	DIWALI BREAK
	1-11-2024	DIWALI BREAK
	2-11-2024	DIWALI BREAK

	3-11-2024	SUNDAY
16	4-11-2024	Class test- Unit 3, Oral test
	5-11-2024	Assignments: Prepare a display plan of a food store/ a fine dine restaurant
	6-11-2024	group discussion
	7-11-2024	Revision Unit -4
	8-11-2024	Revision Unit -4 Continued
	9-11-2024	Revision Unit -4 Continued
	10-11-2024	SUNDAY
17	11-11-2024	Class test Unit -4
	12-11-2024	Assignments: Prepare a PowerPoint presentation on the layout of the shopping mall you visited last time.
	13-11-2024	Power point presentations roll number wise
	14-11-2024	Power point presentations roll number wise
	15-11-2024	HOLIDAY-GURUNANAK DEV JAYANTI
	16-11-2024	Power point presentations roll number wise
	17-11-2024	SUNDAY
18	18-11-2024	Oral presentations
	19-11-2024	Oral presentations
	20-11-2024	Oral presentations
	21-11-2024	Short answer type questions practice
	22-11-2024	Short answer type questions practice
	23-11-2024	Short answer type questions practice
	24-11-2024	SUNDAY

Signature

Poonam Rautela



Aggarwal College Ballabgarh

LESSON PLAN

18 WEEKS (JULY-NOVEMBER 2024)

NAME OF FACULTY: DR. POONAM RAUTELA_____

CLASS: B.VOC RM	SEMESTER: III	SECTION: A
SUBJECT: RETAIL MANAGEMENT		Course Code BVRM-204
WEEK	DATE	TOPICS TO BE COVERED
1	22-7-2024	Detailed Discussion about the syllabus and course content of the paper
	23-7-2024	Introduction of the first topic – Management of retailing operations
	24-7-2024	Retailing Management: Functions
	25-7-2024	Retailing Management: Functions
	26-7-2024	strategic retail management process
	27-7-2024	strategic retail management process
	28-7-2024	SUNDAY
2	29-7-2024	strategic retail management process
	30-7-2024	strategic retail management process
	31-7-2024	HOLIDAY-SARDAR UDHAM SINGH SHAHEEDI DIVAS
	1-8-2024	total performance model
	2-8-2024	total performance model
	3-8-2024	total performance model
	4-8-2024	SUNDAY
	5-8-2024	Management of retailing operations Customer Relationship Management
	6-8-2024	Retail Communication Mix,

3	7-8-2024	Retail Communication Mix,
	8-8-2024	Retail Communication Mix,
	9-8-2024	Promotional Strategy
	10-8-2024	Promotional Strategy
	11-8-2024	SUNDAY
4	12-8-2024	Promotional Strategy
	13-8-2024	Promotional Strategy
	14-8-2024	Retail Human Resources Management
	15-8-2024	HOLIDAY-INDEPENDENCE DAY
	16-8-2024	Retail Human Resources Management
	17-8-2024	Retail Human Resources Management
	18-8-2024	SUNDAY
5	19-08-2024	HOLIDAY-RAKSHABANDHAN
	20-08-2024	Customer Service
	21-8-2024	Customer Service
	22-8-2024	Customer Service
	23-8-2024	The GAPs Model
	24-8-2024	The GAPs Model
	25-8-2024	SUNDAY
6	26-8-2024	HOLIDAY-JANAMASHTMI
	27-8-2024	The GAPs Model
	28-8-2024	The GAPs Model
	29-8-2024	Customer Relationship Management
	30-8-2024	Customer Relationship Management
	31-08-2024	Customer Relationship Management

	1-9-2024	SUNDAY
7	2-9-2024	Information gathering in retailing
	3-9-2024	Information gathering in retailing
	4-9-2024	visual merchandising and Displays
	5-9-2024	retail strategic planning
	6-9-2024	retail strategic planning
	7-9-2024	retail location
	8-9-2024	SUNDAY
8	9-9-2024	operation management
	10-9-2024	operation management
	11-9-2024	retail financial strategy
	12-9-2024	retail financial strategy
	13-9-2024	target market selection
	14-9-2024	store design and layout
	15-9-2024	SUNDAY
9	16-9-2024	Logistics Framework: Concept
	17-9-2024	Logistics Framework: Concept with definitions
	18-9-2024	objectives
	19-9-2024	scope
	20-9-2024	Transportation
	21-9-2024	Warehousing
	22-9-2024	SUNDAY
10	23-9-2024	HOLIDAY-HARYANA SHAHEEDI DIWAS
	24-9-2024	Warehousing

	25-9-2024	Inventory Management
	26-9-2024	Inventory Management
	27-9-2024	packaging and unitization
	28-9-2024	Communication and control
	29-9-2024	SUNDAY
11	30-10-2024	Communication and control
	1-10-2024	Unit IV Role of Information technology in Logistics
	2-10-2024	HOLIDAY-GANDHI JAYANTI
	3-10-2024	HOLIDAY-MAHARAJA AGARSEIN JAYANTI
	4-10-2024	Role of Information technology in Logistics
	5-10-2024	Role of Information technology in Logistics
	6-10-2024	SUNDAY
12	7-10-2024	role of ecommerce in retailing
	8-10-2024	role of ecommerce in retailing
	9-10-2024	global retailing
	10-10-2024	global retailing
	11-10-2024	global retailing
	12-10-2024	HOLIDAY-DUSSEHRA
	13-10-2024	SUNDAY
13	14-10-2024	legal and ethical issues in retailing
	15-10-2024	legal and ethical issues in retailing
	16-10-2024	mall introduction
	17-10-2024	HOLIDAY-VALMIKI JAYANTI
	18-10-2024	mall introduction

	19-10-2024	mall management
	20-10-2024	SUNDAY
14	21-10-2024	mall management
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	7-11-2024	Revision Unit -4 Continued
	8-11-2024	Revision Unit -4 Continued
	9-11-2024	Class test Unit -4
	10-11-2024	SUNDAY
17	11-11-2024	Assignment

	12-11-2024	Power point presentations roll number wise
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	15-11-2024	HOLIDAY-GURUNANAK DEV JAYANTI
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