

Bachelor of Vocation Retail Management

Course Outcomes(CO)

- 1 Understand the functions of retail business and various retail formats and retail channels.
- 2 Understand the difference between Retail and Manufacturing Supply Chain
- 3 Understand, key drivers of retail supply chain and how to select a retail store location
- 4 Analyze Retail Market and Financial Strategy including product pricing.
- 5 Integrate the various Supply Chain partners and how to collaborate with them

Program Specific Outcomes(PSO)

- 1 Define retailing
- 2 Understand what marketing means to business executives and academics
- 3 Understand the ways that retailers use marketing tools and techniques to interact with their customers.
- 4 Explain the central role of retail in industrialised societies, and the impact of key market/retail trends upon this sector in the local and global contexts.
- 5 Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders.
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- 7 Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry
- 8 Understand the impact of retailing on the economy.
- 9 Comprehend retailing's role in society and, conversely, society's impact on retailing.
- 10 See how retailing fits within the broader disciplines of business and marketing.
- 11 Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
- 12 Know the responsibilities of retail personnel in the numerous career positions available in the retail field.