

Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
ACCREDITED WITH 'A' GRADE BY NAAC

02/08/2018
Chennai

From
Dr S Praveen Kumar,
Professor & Head,
Department of Management Studies,
Bharath Institute of Higher Education and Research,
Chennai

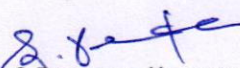
To
The Dean Engineering
Bharath Institute of Higher Education and Research,
Chennai


Sub: Permission to conduct value- added course: Retail Management- reg.,

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Retail Management** on 03/09/2018. We kindly solicit your kind permission to commence the program.

Warm Regards,


Dr S Praveen Kumar


DEAN- Engineering



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School of Management Studies & Commerce

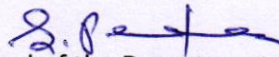
Circular

02/08/2018

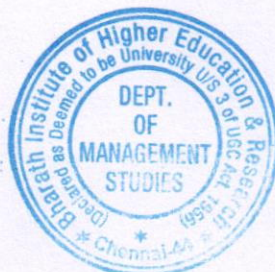
Sub: Organising Value-added Course: Retail Management - reg.,

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, **Bharath Institute of Higher Education & Research** is organising "**Value added course: Retail Management**". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/speed post only to reach on or before 27th Sep 2018; application received after the mentioned date shall not be entertained under any circumstances.


Head of the Department

Encl: A copy of Syllabus & Registration form



Bharath Institute of Higher Education & Research				
School of Management studies and Commerce				
Value Added Course: Certificate Course on Retail management Course Duration:30 Hrs				
S.No	Date	Topic	Time	Hour
1	03-09-2018	Concept of retailing	4.00-5.00 Pm	1
2	05-09-2018	Functions of retailing	4.00-5.00 Pm	1
3	06-09-2018	Retail formats and types	4.00-5.00 Pm	1
4	07-09-2018	Retailing Channels	4.00-6.00 Pm	2
5	08-09-2018	Retail Industry in India	4.00-5.00 Pm	1
6	10-09-2018	Importance of retailing	4.00-5.00 Pm	1
7	11-09-2018	Changing trends in retailing	4.00-5.00 Pm	1
8	12-09-2018	Retail consumer behavior	4.00-6.00 Pm	2
9	13-09-2018	Factors influencing the Retail consumer	4.00-5.00 Pm	1
10	14-09-2018	Customer decision making process	4.00-5.00 Pm	1
11	17-09-2018	Types of decision making	4.00-5.00 Pm	1
12	18-09-2018	Market research for understanding retail consumer	4.00-6.00 Pm	2
13	19-09-2018	Market Segmentation and its benefits	4.00-5.00 Pm	1
14	24-09-2018	Definition of Retail strategy	4.00-5.00 Pm	1
15	25-09-2018	Strategy for effective market segmentation	4.00-5.00 Pm	1
16	26-09-2018	Importance of Retail locations	4.00-6.00 Pm	2
17	27-09-2018	Types of retail locations	4.00-5.00 Pm	1
18	29-09-2018	Factors determining the location decision	4.00-5.00 Pm	1
19	03-10-2018	Steps involved in choosing a retail locations	4.00-5.00 Pm	1
20	04-10-2018	Meaning of Merchandising	4.00-6.00 Pm	2
21	05-10-2018	Factors influencing Merchandising	4.00-5.00 Pm	1
22	08-10-2018	Functions of Merchandising Manager	4.00-5.00 Pm	1
23	09-10-2018	Merchandise planning, Merchandise buying	4.00-5.00 Pm	1
24	12-10-2018	Analysing Merchandise performance	4.00-6.00 Pm	2

S. P. T.

Bharath Institute of Higher Education & Research

School of Management Studies & Commerce

Participant List- 2018

Value Added Course: Retail Management

S.No	Register Number	Student Name	Signature
1	U16BC095	THARUN KUMAR M	Tharun
2	U16BC096	YUVAN A	Yuvan
3	U16BC097	RAMESH R	Ramesh
4	U16BC098	MOHAMED BAZIL R	Mohamed
5	U16BC099	KUMAR S	Kumar
6	U16BC100	BAIJU V	Baiju
7	U16BC101	DEEPTHI G	Deepthi
8	U16BC102	SELVARAJ R	Selvaraj
9	U16BC103	MAGESH G	Magesh
10	U16BC104	LAVANYA S	Lavanya
11	U16BC105	MOHAMED AKRAM A	Mohamed
12	U16BC106	ANNIE BEAULAH B	Annie
13	U16BC107	RAJESH R	Rajesh
14	U16BC108	JOSEPH MILTON D	Joseph
15	U16BC109	SHANKAR P	Shankar
16	U16BC111	AATHIYAMMAL V	Aathiyammal
17	U16BC112	SELVA VARSHA S	Selva
18	U16BC113	MANIGANDAN R	Manigandan
19	U16BC114	N SNEHA	Sneha
20	U16BC115	MANIMEGALAI P	Manimegalai
21	U16BC116	MANIKANDAN J	Manikandan
22	U17BC001	SENTHILPANDI C	Senhil
23	U17BC002	THOMAS A	Thomas
24	U17BC003	VENKATESH B	Venkatesh
25	U17BC004	BALAGURU G	Balaguru
26	U17BC005	AJAY VARSHAN K L	Ajay
27	U17BC006	JAGAN V	Jagan
28	U17BC007	UDAYA KUMAR A	Udaya
29	U17BC008	YOKESH R	Yokesh
30	U17BC009	BALA CHANDHAR S	Balachandhar
31	U17BC010	SOBAN V	Soban
32	U17BC011	MUBARAKALI A	Mubarakali
33	U17BC012	PRAVEENKUMAR N	Praveenkumar
34	U17BC013	SARAVANAN P	Saravanan
35	U17BC014	THARAN R	Tharan
36	U17BC015	RAJALAKSHMI S	Rajalakshmi
37	U17BC016	RANJITHA P	Ranjitha
38	U17BC017	HARIHARAPRABU S	Hariharaprabu

39	U17BC018	PRIYA M	Priya
40	U17BC019	GOWTHAM S	Gowtham

Course Feedback form

Date: 3/1/16

Course Title: Retail Management

Name: Ajay Vankar

RegNo: V1713005

Department: Commerce

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you					
2.	The course contents met with your expectations					
3.	The lecture sequence was well planned					
4.	The lectures were clear and easy to understand					
5.	The teaching aids were effective					
6.	The instructors encourage interaction and were helpful					
7.	The level of the course					
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Good session.

Ajay Vankar
Signature

*** Thank you ***

Course Feedback form

Date: 03-09-18

Course Title: retail management

Name: Baiju

RegNo: U16B2100

Department: Commerce

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you				/	
2.	The course contents met with your expectations				/	
3.	The lecture sequence was well planned				/	
4.	The lectures were clear and easy to understand				/	
5.	The teaching aids were effective					/
6.	The instructors encourage interaction and were helpful				/	
7.	The level of the course				/	
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

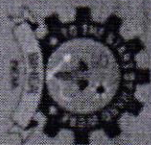
Weakness of the course:

Strength of the course:

Excellent


Signature

*** Thank you ***



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SCHOOL OF MANAGEMENT STUDIES & COMMERCE
CERTIFICATE OF PARTICIPATION

This is to Certify that

SELVARAJ R

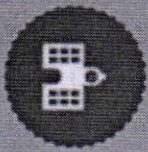
has participated in the Value added course: **RETAIL MANAGEMENT**, a unique and special programme held at Bharath Institute of Higher Education & Research

on 03/09/2018



MS. J. Pavithra

COURSE CO-ORDINATOR





Dr. S. Praveen Kumar

HEAD OF THE DEPARTMENT



Value Added Course: Retail Management on 19/09/2018

