



Acharya Vishnu Gupt

# Subharti College of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 2439067

A constituent college of

## SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Ref. No.: SVSU/AVGSCMC/2017/vAc-II

Date: 25/04/2018

### Notice

**Subject: Commencement of Value Added Course for Even Semester of session 2017-18 from 01-05-2018.**

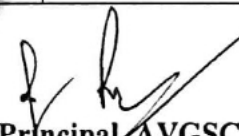
All the students of MBA, BBA, B.Com, B.Com(H) & M.Com are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 01-05-2018.

Student, who have been registered in the course, are advised to attend their classes as per the schedule.

Kindly contact to your concerned VAC faculty for further queries.

The list of Value Added courses, which would be running, is given below:

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	Total No. of Hours	Room No.
1	E-Banking	VACP-1706	UG-B Com(H)	2017-18	Ms. Sarika	11	1-8 May, 2018	30	LT-01
2	Customer Relationship Management	VACP-1707	UG-BBA	2017-18	Ms. Princi Gupta	24	1-8 May, 2018	30	LT-02
3	Single and Multi-Brand Retailing	VACP-1708	UG-BBA	2017-18	Mr. Vivek Aggarwal	24	9-16 May, 2018	30	LT-01
4	Behavioral Finance	VACP-1709	UG-B Com	2017-18	Ms. Richa Sharma	11	1-8 May, 2018	30	LT-03
5	E-Marketing and Analytics	VACP-1710	PG-MBA, M Com	2017-18	Dr. Padma Misra	25	1-8 May, 2018	30	LT-04

  
Principal, AVGSCMC  
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- Cc to:
1. Student Notice Board
  2. Class Coordinators
  3. VAC Faculty
  4. Office File



  
Registrar  
Swami Vivekanand  
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**Acharya Vishnu Gupt Subharti College of Management and Commerce**  
(Session: 2017-18)

**Lecture Schedule for Value Added Courses of Even Semester**  
**ON**

**Subject Name Single and Multi Brand Retailing (VACP-1708)**  
(May 9-16, 2018)


**OBJECTIVES:**

1. Understanding of major concepts in retailing and enable students get absorbed in organized Retail sector;
2. Recognize the interconnectedness of multiple factors in retailing;
3. Imparting basic knowledge about the retail branding and allied problems in single and multi brand retailing;
4. Motivating students to participate in develop analytical skills, critical thinking, in identifying and solving problems in retailing.

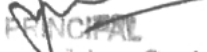
Topic of Lectures and Time Schedule							
Day/ Date	8.30 a.m. - 09.30 a.m.		09.35 a.m. -10.35 a.m.		10.50 a.m. - 11.50 a.m.	12.00 p.m. - 1.00 p.m.	02.00 p.m. -3.00 p.m.
Wednesday 09-05-2018	Meaning, Definition, Nature of Retailing		Importance and Scope of Retailing		Growth, Size and Emerging Trends in Retailing	Retail Scenario in India	Special characteristics, Retailing as a Career
Thursday 10-05-2018	Retailing Environment		Retailers, Retailer's Classification on the basis of form of Ownership		Product Mix, Pricing and Service Level Offered	Franchising-the Emerging Retail Format	Blank
Friday 11-05-2018	Retail Formats- Traditional versus Modern Retail Formats		Store based Retail Formats		Non Store Based Retail Formats	<b>Brand Management-</b> What is a Brand- Brand Development	Product Vs Brands, Brand challenges and opportunities
Saturday 12-05-2018	The brand equity concept		Identity and image. Steps of branding building,		Identifying and establishing brand positioning	Concept, importance and bases of retail market segmentation; importance and bases	Blank
Monday 13-05-2018	Retail store positioning and management of its image	Break	Criteria for effective segmentation; Target market selection	Break	<b>Application of technology to retailing:</b> e-commerce,	International retailing and customer relationship management.	Blank
Tuesday 14-05-2018	E-retailing- major benefits of E-Retailing to Consumers and Retailers;		Challenges of E-retailing		Future of E-retailing in India; Multi channel Retailing	Merchandising Management :- Planning Merchandise Assortment,	Blank
Wednesday 15-05-2018	Merchandise Budget Plan, Branding Strategy,		Buying Organization, Assortment Planning,		Merchandise Buying system, Merchandise Pricing,	Merchandise Loss and Prevention, Logistics Management	Blank
<b>Total Lectures : 30 Hours</b>				<b>Total No. of Students: 24</b>			
<b>Faculty Name : Vivek Aggarwal</b>				<b>Program: UG- BBA Semester/Year:</b>			

**Text Books:**

1. Levy I.M. and Weitz B.A. (2004), Retailing Management, 5th ed., Tata McGraw Hill
2. Berman B. and Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.
3. Branding Concepts- Pati, Debashish

  
Vivek Aggarwal

  
Registrar  
Swami Vivekanand  
Subharti University  
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PRINCIPAL  
Acharya Vishnu Gupt  
Subharti Institute of Management & Commerce  
S.V.S.U. MEERUT



Acharya Vishnu Gupt

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## SWAMI VIVEKANAND SUBHARTI UNIVERSITY

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## Report

20 May, 2018

on

Value Added Course

Session: 2017-18

Program: BBA

Date: 9-16 May, 2018

Course Name: Single and Multi-Brand Retailing

Course Code: VACP-1708

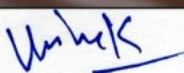
No. of Students Enrolled in the Course in the year: 24

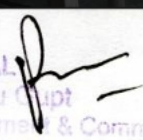
Resource Person: Mr. Vivek Agrawal

**Objective of Value Added Course:** The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

**Outcome of Value Added Course:** Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



  
Faculty Signature

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Acharya Vishnu Gupt Subharti College of Management and Commerce

Value Added Course of Even Semester (2017-18)

Session: 2017-18	Program: BBA	Year: III					
Course: Single and Multi-Brand Retailing		Course Code: VACP- 1708					
No. of Students Enrolled in the Course in the year: 24		Faculty Coordinator: Mr. Vivek Aggrawal					
Program Date: 9 – 16 May, 2018							

Sl no.	Student Unique Enrolment ID	Name of the student	5/9/2018	5/10/2018	5/11/2018	5/12/2018	5/14/2018	5/15/2018	5/16/2018
1	1507010000355	Amit kumar	P	P		P	P	P	P
2	1507010001786	Anmol	P	P	P	P	P	P	
3	1507010000351	Anu mavei		P	P	P	P	P	P
4	1507010000314	Ashish kumar	P	P		P		P	P
5	1507010000333	Ashu Rathi	P	P	P	P		P	P
6	1507010000311	AYUSH TYAGI	P	P	P	P	P		P
7	1507010000275	AYUSHI AGRAWAL	P	P	P	P	P	P	
8	1507010000293	Chanchal	P	P	P	P	P	P	P
9	1507010000298	Danish khan	P		P	P		P	P
10	1507010000331	Deepansh Tyagi	P	P	P		P	P	P
11	1507010000272	Dhruv sharma	P	P	P	P		P	
12	1507010000349	Divyansh Walia	P	P	P	P	P	P	
13	1507010000277	Harshit Mendiratta	P	P	P	P	P		P
14	1507010000274	ISHU GARG	P	P	P	P		P	P
15	1507010000305	Kanak Sirohi	P	P	P	P		P	P
16	1507010000347	Km ishu	P	P	P	P	P	P	P
17	1507010000297	Lalit Verma	P	P	P	P		P	P
18	1507010000353	Meenakshi	P	P	P	P	P	P	P
19	1507010003288	MUNKANTA LWENDO SHAPI	P	P		P	P	P	P
20	1507010000320	Nakul Tyagi	P		P	P	P	P	P
21	1507010000325	naman aggarwal	P	P	P		P	P	P
22	1507010000326	Neha sharma	P		P	P	P	P	P
23	1507010000296	Nitika Gupta	P	P	P		P	P	P
24	1507010000330	Priyansh saxena	P	P	P	P		P	P

Faculty Signature

Principal, AVGSCMC



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**List of students enrolled in Value Added Course of Even Semester (2017-18)**

Session: 2017-18

Program: BBA

Year: III

Course: Single and Multi-Brand Retailing

Course Code: VACP-1708

No. of Students Enrolled in the Course in the year: 24

Faculty Coordinator: Mr. Vivek Aggrawal

Program Date: 9 – 16 May, 2018

Sl no.	Student Unique Enrolment ID	Name of the student
1	1507010000355	Amit Kumar
2	1507010001786	Anmol
3	1507010000351	Anu Mavei
4	1507010000314	Ashish Kumar
5	1507010000333	Ashu Rathi
6	1507010000311	Ayush Tyagi
7	1507010000275	Ayushi Agrawal
8	1507010000293	Chanchal
9	1507010000298	Danish Khan
10	1507010000331	Deepansh Tyagi
11	1507010000272	Dhruv Sharma
12	1507010000349	Divyansh Walla
13	1507010000277	Harshit Mendiratta
14	1507010000274	Ishu Garg
15	1507010000305	Kanak Sirohi
16	1507010000347	Km Ishu
17	1507010000297	Lalit Verma
18	1507010000353	Meenakshi
19	1507010003288	Munkanta Lwendo Shapi
20	1507010000320	Nakul Tyagi
21	1507010000325	Naman Aggarwal
22	1507010000326	Neha Sharma
23	1507010000296	Nitika Gupta
24	1507010000330	Priyansh Saxena

*AVG*

  
Registrar  
Swami Vivekanand  
Subharti University  
MEERUT



Principal, AVGSCMC



# Swami Vivekanand Subharti University



## Certificate

Session 2017-18.

Ms./Mr. Amit kumar has Successfully Completed

the 30. hour Value Added Course

on  
Single and Multi-Brand Retailing

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

*Manvick Agarwal*

Head of Institution

*Dr. D. C. Saxena*

Registrar  
Swami Vivekanand  
Subharti University  
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# Swami Vivekanand Subharti University



## Certificate

Session 2017-18.

Ms./Mr. Anu Mani has Successfully Completed

the 30. hour Value Added Course

on  
Single and Multi-Brand Retailing

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

*Manvick Agarwal*

Head of Institution

*Dr. D. C. Saxena*



# Swami Vivekanand Subharti University



## Certificate

Session 2017-18

Ms./Mr. Anshu Rathi has Successfully Completed

the 30 hour Value Added Course

on  
single and Multi-Brand Retailing

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

*Mr. Vivek Agarwal*

Head of Institution

*Dr. D. C. Saxena*

  
Registrar  
Swami Vivekanand  
Subharti University  
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# Swami Vivekanand Subharti University



## Certificate

Session 2017-18

Ms./Mr. Ayushi Agarwal has Successfully Completed

the 30 hour Value Added Course

on  
single and Multi-Brand Retailing

Organized by

**Faculty of Management and Commerce**

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Course Coordinator

*Mr. Vivek Agarwal*

Head of Institution

*Dr. D. C. Saxena*