

Advanced Institute of Technology & Management

Lesson Plan For Even Session

Class: MBA 3rd SEM

Subject: Retail Management (MGT/MM/211)

Session : July 2025-Dec 2025

Unit	Lecture	Topic	Tentative Date	Actual Date
1st	1	Definition, nature, scope, and functions of retailing & Global scenario of retailing	Wednesday, 20 Aug 2025	
	2	Trends in retailing & Growth of organized retail in India & Understanding the retail consumers	Friday, 22 Aug 2025	
	3	Retail strategy & Ethical issues in retailing & Doubt Session for Unit 1	Wednesday, 27 Aug 2025	
	4	Test for Unit 1 & Assignment Discussion for Unit 1 & Retail formats	Friday, 29 Aug 2025	
2nd	5	Retail store location and site selection & Retail store planning, design, and layout	Wednesday, 3 Sep 2025	
	6	Retail management information systems - Retail technology and automation & Customer service & Customer relationship management in retailing	Thursday, 4 Sep 2025	
	7	Doubt Session for Unit 2 & Test for Unit 2	Wednesday, 10 Sep 2025	
3rd	8	Assignment Discussion for Unit 2 & Basics of retail merchandising & Merchandise management	Friday, 12 Sep 2025	
	9	National brands or private labels & Visual merchandising and displays & Retail communication mix	Wednesday, 17 Sep 2025	
	10	Store maintenance and store security & Retail store operations & Retail human resource management	Friday, 19 Sep 2025	
	11	Doubt Session for Unit 3 & Test for Unit 3 & Assignment Discussion for Unit 3	Wednesday, 24 Sep 2025	
4th	12	Supply chain management in retailing & Retail research & Retail audit	Friday, 26 Sep 2025	
	13	Financial aspects of retail management & Future of retailing & Doubt Session for Unit 4	Wednesday, 1 Oct 2025	
	15	Doubt Session for Unit 1	Wednesday, 29 Oct 2025	

	16	Test for Unit 1	Friday, 31 Oct 2025	
	17	Assignment Discussion for Unit1	Friday, 7 Nov 2025	
	18	Doubt Session for Unit 2	Wednesday, 12 Nov 2025	
	19	Test for Unit 2	Wednesday, 19 Nov 2025	
	20	Doubt Session for Unit 3 & 4	Friday, 21 Nov 2025	