



SARADHA GANGADHARAN COLLEGE

(Affiliated to Pondicherry University)
(Recognized by UGC under section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC)
(An ISO 9001:2015 Certified Institution)

Department of Corporate Secretaryship

Certificate Course Report 2020-2021

Title of the Course: Retail Management

Date of Commencement: 17.8.2020

Course Co-ordinator: Mr. J. Muralidharan,
Asst. Professor,
Department of Corporate Secretaryship,
Saradha Gangadharan College, Puducherry.

Course Objectives:

Retail Management is the process which helps the customers to procure the desired merchandise from the retail stores for their personal use. It includes all the steps required to bring the customers into the store and fulfill their buying needs.

Course Structure:

This course consists of units like Introduction to Retail management, Importance of Retailing, Emerging trends in retailing, Retailing Classification and use of technology in retailing. This course aims at providing a comprehensive view of retailing and an analysis of the retail environment and exposure to issues and developments in the industry.

SARADHA GANGADHARAN COLLEGE

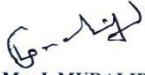
(Affiliated to Pondicherry University)
(Recognized by UGC under section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC)
(An ISO 9001:2015 Certified Institution)

Course Delivery:

There will be one theory paper of 100 marks each. Each paper shall have 100 marks and out of 100 marks theory paper shall consist of 80 marks based internal theory Examination and 20 marks internal marks based upon Class participation, Attendance and assignments. There shall be 3 lectures per subject per week. Internal based Examination.

Positive Outcome:

The students will be able to understand the framing retail management and its benefits. This course will be an addition to their other professional skills to gain more job opportunities in the marketing.



Mr. J. MURALIDHARAN,
Asst. Professor, Course Co-ordinator
Department of Corporate Secretaryship,
Saradha Gangadharan College
Puducherry.



Dr. K. MADANE,
Head of the department,
Department of Corporate Secretaryship,
Saradha Gangadharan College,
Puducherry

SARADHA GANGADHARAN COLLEGE
(Affiliated to Pondicherry University)
(Recognized by UGC under section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC)
(An ISO 9001:2015 Certified Institution)

Sl. No	Name	Register No	Program Name	17.08.20	18.08.20	19.08.20	20.08.20	21.08.20	22.08.20	24.08.20	25.08.20	26.08.20	27.08.20	28.08.20
1	ABDUL JAAFAR M	18BS0101	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
2	ANANDHAN S	18BS0104	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
3	ARIHARAN M	18BS0105	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
4	BALAVIGNESH V	18BS0108	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
5	BURHANUDDIN JAPAN	18BS0109	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
6	DINESHWARAN M	18BS0111	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
7	EZHILARASAN P	18BS0112	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
8	GOMATHY J	18BS0115	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
9	GURUPRASAD S	18BS0118	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
10	JAIGANESH S	18BS0121	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
11	JAYAGANESH E	18BS0122	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
12	KARKUZHALI D	18BS0123	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
13	KISHORE K	18BS0125	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
14	KOUSHIK SHREE K	18BS0126	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
15	KOWSALYA T	18BS0127	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
16	KOWSIGAN M	18BS0128	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
17	LOGANATHAN K	18BS0129	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P

SARADHA GANGADHARAN COLLEGE
(Affiliated to Pondicherry University)
(Recognized by UGC under section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC)
(An ISO 9001:2015 Certified Institution)

18	LOGESH C M	18BS0130	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
19	MALARVIZHI RAMESH	18BS0131	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
20	NANDHINI S	18BS0132	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
21	NANTHINI KUMARI	18BS0133	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
22	NARMADHA V	18BS0134	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
23	PAVITHRA R	18BS0135	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
24	PAZHANI L	18BS0136	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
25	POOVAARAGHAVAN SREENIVASAN M	18BS0137	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
26	PRASANNA VENKATESH C	18BS0138	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
27	PRATHEKE J	18BS0139	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
28	PRATHIPA PAVION S	18BS0140	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
29	PRAVEEN N	18BS0141	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P
30	PRETHISH P	18BS0142	BCOM (CS) (2018 - 2021)	P	P	P	P	P	P	P	P	P	P	P


Course Co-ordinator


HOD

Dr. K. MADANE, M.Com, M.Phil, Ph.D, M.B.A.
HEAD DEPARTMENT OF CORPORATE SECRETARY SHIP
SARADHA GANGADHARAN COLLEGE
PUDUCHERRY - 605 004.