DEPARTMENT OF COMMERCE CERTIFICATE COURSE ACADEMIC YEAR 2021 -2022



GOVERNMENT DEGREE COLLEGE PALAKONDA PARVATHIPURAM MANYAM DISTRICT

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GOVERNMENT DEGREE COLLEGE PALAKONDA-532440

Affiliated to Dr.B.R.Ambedkar University Srikakulam Parvathipuram Manyam District, Andhra Pradesh

Duration of the Course: 40 hrs. 1ST August 2022 To 15th September 2022

CERTIFICATE COURSE ON



RETAIL

BUSINESS

Instructions to the Students:

- 75% course attendance compulsory to get the certificate.
- Student who will get 40% of marks in the examination and they will eligibility to get certificate.

Organized by Department of

Commerce

Faculty Information:

Smt.P.Rajyalakshmi Sri.T.Parvateeswararao Sri.V.Phalguna Rao

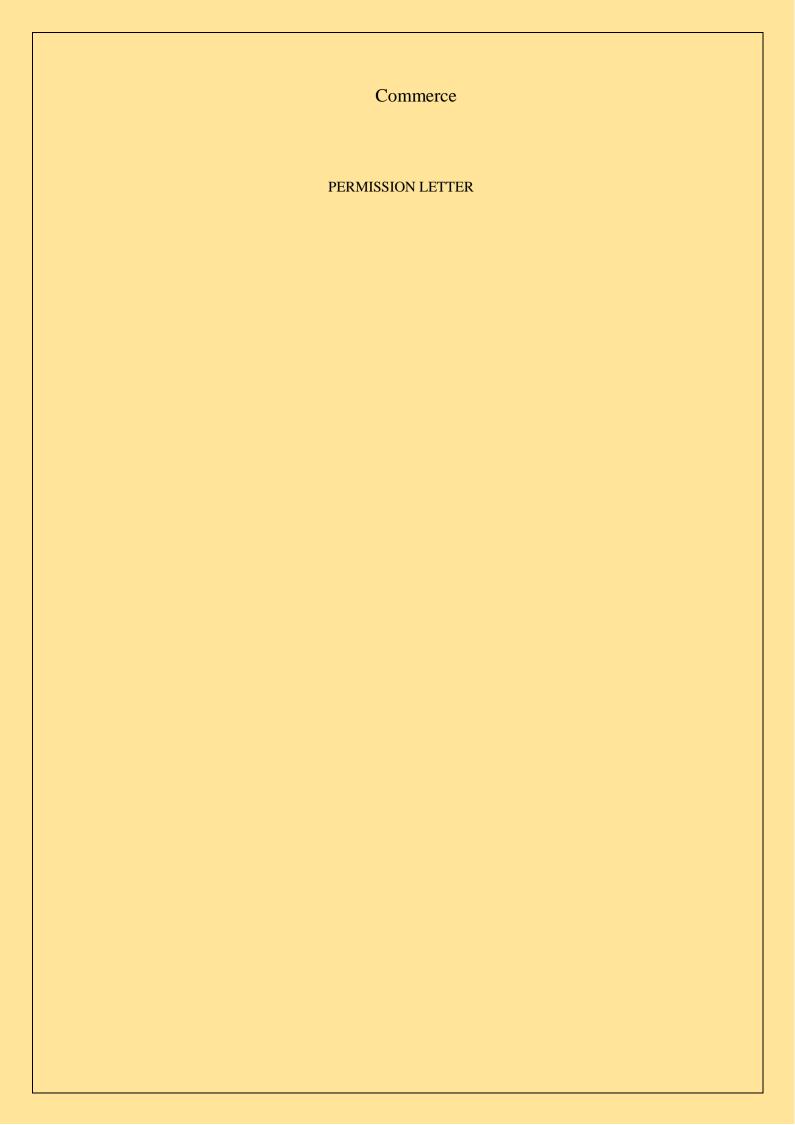
Contact

Further Information,

P.Rajyalakshmi Course

coordinator,

Department of



PROPOSAL LETTER

To

The Principal,

palakonda

Govt. Degree College-Palakonda,

15-07-2022

Parvathipuram Manyam District.

Respected Sir,

We the Lectures in Commerce,

Smt. PALLA RAJYALAKSHMI submits that we would like to conduct a 45 days duration certificate course on "RETAIL BUSINESS" for II and IV semester students. Hence we humbly request you to accord permission to initiate the certificate course in our Department of Commerce.

Thanking you Sir

PRINCIPAL GOVT, DEGREE COLLEGE PALAKONDA Parvathipuram Manyam Dist. Yours Faithful

GOVT. DEGREE COLLEGE
PALAKONDA

P. PVATHIPURAM MANYAM DIST

CIRCULAR

Date: 15/07/2022

The Department of Commerce is planning to organize Certifiate

Course on RETAIL BUSINESS. Hence, interested Candidates are

advised to intimate the Head of the department, Smt.PALLA

RAJYALAKSHMI or Other lecturer in Commerce Department. In

this regard the registration fee is free. After completion of this

course, they will be given a online certificate those are secured 50%

in final assessment.

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PRINCIPAL
GOVT. DEGREE COLLEGE
PALAKONDA
Parenthipuram Manyam Dist.

DEPARTMENT OF COMMERCE RETAIL BUSINESS

(Total hours of teaching – 40 Hrs.) STARTS FROM 01/08/2022 TO 15/09/2022

Learning Outcomes:

On successful completion of this course, the students will be able to:

- TO UNDERSTAND PURPOSE OF THE CUSTOMER CARE
- TO ENABLE TO KNOW THE DIFFERENT ASPECT OF THE CUSTOMER CARE
- TO ANTICIPATE THE CHALLENGES OF THE CUSTOMER CARE

Unit-1

- 1. INTRODUCTON RETAILING DEFINITION
- 2. ROLE OF RETAILING
- 3. TYPES OF RETAILING

Unit-2

1. GROWTH OF RETAILING

Unit-3

- 1. STORES LOCATIONS
- 2. FACTORS INFINIT SELECTION OF LOCATION
- 3. TYPES OF RETAIL OUTLETS
- 4. STORES DESIGN AND OPERATIONS

Unit-4

- 1. SERVICE TO CUSTOMERS-CUSTOMER CARE
- 2. COMMUNICATION WITH CUSTOMER

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GOVERNMENT DEGREE COLLEGE



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PALAKONDA
PARVATHIPURAM MANYAM DISTRICT - 532440
Participation Certificate
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has Participated in Retail Business Competition on 15-03-2022
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PRINCE PAL DEPT. OF COMMERCE



GOVERNMENT DEGREE COLLEGE



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PARVATHIPURAM MANYAM DISTRICT - 532440

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