

Rayat Shikshan Santha's
Chandrabai-Shantappa Shendure college, Hupari
Certificate Course in Retail Marketing

Students List 2023-24



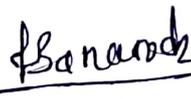
Sr. No.	Roll. No.	Students Name	Class	Sign.
✓ 1	2	AMBEKAR NEHA DHANANJAY	B.Com-I	
✓ 2	6	CHIRMULE ASHLESHA ANIL	B.Com-I	
✓ 3	8	DAVARI MADHURA SUNIL	B.Com-I	
✓ 4	9	DEVKAR ABHISHEK GANGARAM	B.Com-I	
✓ 5	11	DHULUGADE PRATIKSHA EKNATH	B.Com-I	
✓ 6	12	DONGARE ARATI RAJENDRA	B.Com-I	
✓ 7	13	DONGARE TANUJA TANAJI	B.Com-I	
✓ 8	15	GHAYDAR ROHAN SUDHAKAR	B.Com-I	
✓ 9	17	INGALE MANASI BALASO	B.Com-I	
✓ 10	20	JADHAV POOJA ANIL	B.Com-I	
✓ 11	21	JAMADAR IRFAN IQBAL	B.Com-I	
✓ 12	24	KAMBLE GAYATRI BHAUSAHEB	B.Com-I	
✓ 13	26	KAMBLE PRAJWAL DEEPAK	B.Com-I	
✓ 14	28	KAMBLE SANIKA BALASAHEB	B.Com-I	
✓ 15	29	KAMBLE SHIVAM ARJUN	B.Com-I	
✓ 16	30	KAMBLE SHRANIKA RAJARAM	B.Com-I	
✓ 17	32	KAMBLE SONIKA BALASAHEB	B.Com-I	
✓ 18	33	KATTI SUSHIL ANIL	B.Com-I	
✓ 19	35	KHADAKE SAKSHI DILIP	B.Com-I	
✓ 20	36	KHOT POOJA YUVRAJ	B.Com-I	
✓ 21	37	KHOT PRANAV BABASO	B.Com-I	
✓ 22	38	KHOT PRUTHVIRAJ SUNIL	B.Com-I	
✓ 23	40	KOLEKAR SANIKA DATTATRAY	B.Com-I	



✓ 24	41	KOLI PAYAL PINTU	B.Com-I	
✓ 25	43	KUMBHAR NETRAVATI JITENDRA	B.Com-I	
26	44	KUMBHAR PRANAV VINAYAK	B.Com-I	
✓ 27	47	KUMBHAR VAISHNAVI MACHINDRA	B.Com-I	
✓ 28	48	KURANE ROHIT RAJENDRA	B.Com-I	
29	51	LOHAR TEJASHRI ROHIT	B.Com-I	
✓ 30	52	LONDHE SAKSHI ANIL	B.Com-I	
✓ 31	53	MALAVI TANUJA DIPAK	B.Com-I	
✓ 32	59	MORE ARYA ANIL	B.Com-I	
✓ 33	61	MUJAWAR JIYA RIYAJ	B.Com-I	
✓ 34	62	NADAGE SONALI MAHAVIR	B.Com-I	
✓ 35	64	NAIK ANUKSHA BABASO	B.Com-I	
✓ 36	65	NAIK SMRUTIKA RAMESH	B.Com-I	
✓ 37	66	NAYAKWADE ATIK DASTGIR	B.Com-I	
✓ 38	67	PAKALE MUSKAN NAUSHAD	B.Com-I	
✓ 39	69	PATIL ANKITA ASHOK	B.Com-I	
✓ 40	70	PATIL ANKITA PRAKASH	B.Com-I	
✓ 41	72	PATIL SAMMED CHANDRAKANT	B.Com-I	
✓ 42	73	PATIL SANKET RAMDAS	B.Com-I	
43	76	POWAR RITESH RAVINDRA	B.Com-I	
✓ 44	78	PUJARI ADITYA VISHNU	B.Com-I	
✓ 45	80	RAWAL AKSHATA DHANAJI	B.Com-I	
✓ 46	82	SAHANI DIPAK RAMESH	B.Com-I	
✓ 47	83	SANKPAL ANJALI ASHOK	B.Com-I	
✓ 48	86	SAWANT SAKSHI SHIVAJI	B.Com-I	
✓ 49	87	SHIKHARE LAXMI DHANAJI	B.Com-I	
✓ 50	88	SHINDE ANJALI RAJKUMAR	B.Com-I	
51	90	SHINDE SNEHAL PRAKASH	B.Com-I	
✓ 52	91	SHINGADE SANIKA VINOD	B.Com-I	

✓ 53	92	SISALE VASANTI SAMBHAJI	B.Com-I	
✓ 54	93	SURYAVANSHI AJIT BALASAHEB	B.Com-I	
✓ 55	95	SURYAWANSHI TRISHLALA MALHARI	B.Com-I	
✓ 56	98	TALASKAR PRASAD KRUSHANT	B.Com-I	
✓ 57	99	TALEKAR MAYURI BABAN	B.Com-I	
✓ 58	100	THOMBARE MAYURI SANTOSH	B.Com-I	
✓ 59	101	VADD VIDYA RAMESH	B.Com-I	
✓ 60	102	WAGHMODE ASMITA PRAKASH	B.Com-I	
✓ 61	103	WAINGADE MOHINI SURESH	B.Com-I	
✓ 62	7	DAVARI AVINASH JOTIRAM	B.Com-I	
✓ 63	10	DHANVANT SNEHAL SHRAVAN	B.Com-I	
✓ 64	27	KAMBLE PRATIKSHA SAGAR	B.Com-I	
✓ 65	31	KAMBLE SIDHARTH MANIKCHAND	B.Com-I	
✓ 66	79	PUJARI ANIKET ANNASO	B.Com-I	
✓ 67	84	SATHE ROHAN DINKAR	B.Com-I	
✓ 68	97	SUTAR SANIKA ASHOK	B.Com-I	


Co-ordinator


Head,
Department of Commerce


Principal,
Chandrabai-Shantappa Shendure College
Hupari

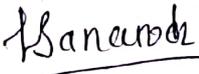
**Rayat Shikshan Sanstha's
Chandrabai-Shantappa Shendure College, Hupari
Department of Commerce
Short Term Course
'Retail Marketing'
(2023-24)**

Resource Person: Mr. Kashid K.A.

Time Table

Day	Monday	Tuesday	Wednesday
Time	11.30-1.00	11.30-1.00	11.30-1.00


Coordinator


**Head,
Department of Commerce**


-Principal
**Chandrabai-Shantappa Shendure College
Hupari.**

Rayat Shikshan Sanstha's
Chandrabai-Shantappa Shendure College, Hupari.
Department of Commerce
(2023-24)

CERTIFICATE COURSE IN RETAIL MARKETING

Course Name:	Certificate Course in Retail Marketing
Course Coordinator Name:	Mr. Kashid K.A.
Duration:	3 Months
Course Fee:	120/-
Eligibility:	12 th pass students registered in Shivaji University for degree course for any discipline
Minimum Intake Capacity:	20

Objectives:

1. To acquire knowledge of Retail Marketing.
2. To understand the retail environment and its significance in the marketing ecosystem.
3. To learn retailing strategies & plan.
4. To explore emerging trends and technologies of retail marketing.

Learning Outcomes:

1. Students will get knowledge of Retail Marketing.
2. Students will understand the retail environment.
3. Students will be able to understand retailing strategies & plan.
4. Students will understand trends and technologies of retail marketing.

Examination Pattern:

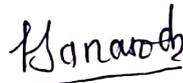
Theory Paper : 50 Marks

Practical : 50 Marks

Practical:

- 1) Industrial Visit
- 2) Experiential Retail (Trade Fair)
- 3) Survey
- 4) Wall Paper


Coordinator


Head,
Department of Commerce


Principal
Chandrabai-Shantappa Shendure College,
Hupari.

Rayat Shikshan Sanstha's
Chandrabai-Shantappa Shendure College, Hupari.
Department of Commerce
CERTIFICATE COURSE IN RETAIL MARKETING

(2023-24)

Syllabus

Unit-I: Introduction to Retail Marketing

Definition and scope of retail marketing, Evolution of retailing, Importance of retailing in the marketing mix

Understanding the Retail Environment

Types of retailers and retail formats, Global and local retail trends

Unit –II: Consumer Behavior in Retail

Factors influencing consumer behavior, Shopping motivations and decision-making process, segmentation, targeting and positioning in retail.

Unit-III: Retail Strategy Formulation

Retail market analysis and segmentation, Retail positioning and branding, Retail mix strategies: product, price, place, and promotion.

Unit-IV: Recent Trends in Retail Marketing

Personalization, Omni channel Retailing, Mobile Commerce, Experiential Retail- pop-up shops, interactive displays, in-store events, Social Commerce, Subscription Services, Voice Commerce, etc. (Definition and benefits, etc.)

References:

1. Marketing Management : Philip Kotler
2. Modern Marketing: Sherlekar
3. विक्रय व्यवस्थापन: प्रा.सुधाकर मानकर
4. विक्रय व्यवस्थापन: प्रा.सुधाकर मानकर, प्रा.क्षीरसागर



5. आधुनिक विपणन: प्रा. कडू. रु. जा.
6. Marketing Management : Chhabra & Grover
7. Principles & Practice of Marketing in India: Mamoria & Joshi
8. Marketing Management : Mamoria & Mamoria
9. Principles of Marketing & Salesmanship : Dr. J.C. Sinha

Board of Studies:

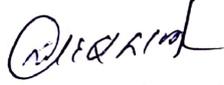
1. **Chairman-** Prin. Dr. Bhosale D.R. - 

2. **Coordinator-** Mr. Kashid K.A. - 

3. Members:

i) Smt. Banasode J.L. - 

ii) Mr. Bille S.A. - 

iii) Dr. Barale S.I. - 

iv) Mr. Bhandare S.A. - 

Rayat Shikshan Santha's
Chandrabai-Shantappa Shendure college, Hupari
Certificate Course in Retail Marketing
Students Marks Sheet 2023-24

Sr.No.	Roll No.	Students Name	Exam Marks	Project
1	80	Akshata Rawal Dhanaji	46	42
2	52	Sakshi Anil Londhe	50	32
3	51	Tejashri Rohit Lohar	50	31
4	83	Anjali Ashok Sankpal	50	31
5	26	Prajwal dipak Kamble	30	
6	78	Aditya Vishnu Pujari	46	36
7	93	Ajit Balasaheb Suryavanshi	48	34
8	73	Sanket Ramdas patil	50	
9	24	Gayatri Bhausaheb Kamble	50	38
10	82	Deepak Ramesh sahani	26	37
11	47	Vaishnavi machindra kumbhar	50	38
12	102	Asmita prakash waghmode	46	34
13	8	Madhura Sunil Davari	46	33
14	64	Anuksha Babaso Naik	50	29
15	11	Pratiksha Eknath Dhulugade	48	32
16	10	Snehal shravan Dhanavant	38	
17	20	Pooja anil jadhav	46	38
18	36	Pooja Yuvraj Khot	50	30
19	40	Sanika Dattatray Kolekar	48	40
20	27	Pratiksha Kamble Sagar	28	34
21	17	Manasi Balaso Ingale	28	38
22	48	Rohit Rajendra Kurane	50	31
23	38	Pruthviraj Sunil Khot	48	33
24	29	Shivam Arjun Kamble	50	32
25	104	Tanuja rajaram yadav	18	
26	1	Sanskriti	24	
27	43	Netravati jitendra kumbhar	48	35
28	90	Snehal prakash shinde	22	38
29	98	Prasad krushnat Talaskar	50	35
30	12	Arati Rajendra Dongare	46	
31	76	Ritesh ravindra powar	46	36
32	99	Mayuri Baban Talekar	50	33
33	2	Neha Dhananajay Ambekar	34	36
34	62	Sonali Mahavir Nadage	44	38
35	89	Namrata Deepak Shinde	46	36
36	103	Mohini Suresh Waingade	48	32
37	69	Ankita Ashok Patil	48	31
38	13	Tanuja Tanaji Dongare	48	32
39	6	Ashlesha Anil Chirmule	40	38
40	86	Sakshi Shivaji Sawant	50	30
41	65	Smrutika Ramesh Naik	50	32
42	88	Anjali Rajkumar shinde	48	30

NEW
NEW

NEW

43	28	Sanika balasaheb kamble	50	34
44	70	Ankita Prakash Patil	50	30
45	72	Sammed chandrakant patil	48	32
46	91	Sanika Vinod Shingade	42	37
47	41	Payal pintu koli	50	33
48	87	Laxmi Dhanaji Shikhare	38	35
49	59	Arya Anil More	50	33
50	21	Irfan Iqbal Jamadar	34	
51	95	Trishala Malhari Suryavanshi	50	30
52	97	Sanika ashok sutar	50	32
53	21	Irfan Iqbal Jamadar	46	
54	67	Muskan Naushad Pakale	48	34
55	15	Rohan Sudhakar Ghaydar	48	32
56	66	Atik dastagir Nayakawade	48	33
57	53	Tanuja Dipak Malavi	18	39
58	35	Sakshi Dilip Khadke	50	31
59	32	Sonika Balasaheb kamble	44	42
60	61	Jiya Riyaj Mujawar	50	32
61	96	Shweta sharad potdar	18	
62	9	Abhishek Gangaram Devkar	50	
63	37	Pranav babaso khot	44	29
64	101	Vadd Vidya Ramesh		40
65	92	Sisale Vasanti Sambhaji		40
66	58	Mane Amruta Sagar		41

- NEW

Rayat Shikshan Sanstha's
Chandrabai-Shantappa Shendure College, Hupari
Department of Commerce
Short Term Course
(2023-24)

- 1) Name of the Course : 'Retail Marketing'
- 2) Name of the Course Co-ordinator : Mr. Kashid K.A.
- 3) List of Trainers/Faculty with experience : Mr. Kashid K.A.
(14 Year Experience)
- 4) Number of students Enrolled :68
- 5) Course Duration : 15th Dec.2023 to 15th March.2024
- 6) **Brief overview of the course:** Short Term Course in 'Retail Marketing' is introduced in the academic year 2023-24. This course is conducted for B.Com-I students. The objective of this course to introduce basic knowledge of the Retail Marketing which will be useful to Commerce students. After completion of this course, students will get the basic knowledge of the retail marketing and get motivation to start Retail Shoppe as self employed for their livelihood.

- 7) Teaching/Training Method Used:

Sr. No.	Teaching/Training Method	% of syllabus covered
1	Lecture Method	95%

- 8) Activities conducted (Study tours, guest lectures, workshops, etc.): Yes
- 9) Analysis of Students Feedback: Separate sheet attached
- 10) Evaluation Methods:

Sr. No.	Evaluation Method	Marks
1	Written Examination (Online Mode)	Separate sheet attached

- 11) Results :100%

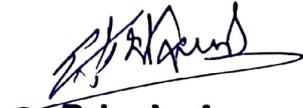
12) Outcomes:

a) Knowledge Improvement :

1. Students get basic knowledge of Retail Marketing.
2. Students will get motivation to start Retail Shoppe as self employed
For their livelihood.


Sign
Co-ordinator


Head,
Department of Commerce


Principal
Chendrabai-Shantappa Shendure College
Hupari.

Enclose:

1. List of enroll students : Yes
2. Attendance :Yes
3. Exam Paper :Yes
4. Result sheet :Yes
5. Photos (activity wise & Batch wise) : Nil