

Subject Code: 1MS2020453

Subject Title: Retail Management

1. Course Objectives and Outline:

Retailing is one such step in the marketing chain of activities that facilitates the distribution function. Initially, it was considered as just another step in the marketing. The main objective of this course is to introduce the basic concepts of retail management and the latest developments in retailing in the Indian context. The subject is designed to provide a strategic perspective of the retailing industry to the participants and introduce them to the framework of Retail mix and each of its elements.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	The World of Retailing <ul style="list-style-type: none"> • Introduction of Retailing • Types of Retailers and Multichannel Retailing • Customer Buying Behavior • Case Discussion 	12	25%
2	Retailing Strategy <ul style="list-style-type: none"> • Retail Market and Financial Strategy • Retail Locations and Retail Site Selection • Customer Relationship Management • Case Discussion 	12	25%
3	Merchandise Management <ul style="list-style-type: none"> • Managing the Merchandise Planning Process • Retail Pricing • Retail Communication Mix • Case Discussion 	12	25%
4	Store Management <ul style="list-style-type: none"> • Managing the Store • Store Layout, Design, and Visual Merchandising • Customer Service • Case Discussion 	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments.

5. Suggested Readings

a. Books

- 1 Retail Management; by Levy, Weitz and Greval; Mc Graw Hill
- 2 Retail Management; by J K Nayak and Prakash Dash; Cengage
- 3 Retailing Management: Text & Cases; by Swapna Pradhan; Tata McGrawHill
- 4 Retailing: Environment & Operations; by Newman Andrew J and Peter Cullen; Cengage
- 5 Retail Management: A Strategic Approach; by Berman, Berry and Joel R. Evans; Pearson

b. Journals/Magazines

- The Journal of Business & Retail Management Research (JBRMR) by The Academy of Business & Retail Management
- International Journal of Retail & Distribution Management by Emeraldinsight
- Journal of Retailing by Elsevier

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	<p>Internal Assessment</p> <p>-Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i></p> <p>-The weightage of a sub-component should not exceed 50% of internal assessment component weight.</p> <p>- The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.</p>	40%