

Subject Code:1MS1010307

Subject Title: Retail Management

1. Course Objectives:

- To understand effective methods and strategies required for retail management.
- To understand how to utilize resources and techniques used in retail management.
- To understand analysis of store location for retail store.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)			
				University Assessment		Internal Assessment	
				Theory	Practical	Theory	Practical
4	-	-	4	70 Marks	-	30 Marks	-

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction: Retailing, Socio-economic, Technological and Competitive Forces; Concept of Organized Retailing; Vertical Marketing System; Evolution of Modern Retailing; Theories of Retail Development – Environmental Theory, Cyclical Theory, Conflict Theory	12	25%
2	Retail Development and Environment: Theories of Retail development and Environment - Cyclical Theory, Conflict Theory; Retail Store Formats Classification based on types of Ownership; Merchandise stored; Channel used; Pricing Strategy; Customer Service; Multi channel Retailing; Destination Stores and Parasite Stores.	12	25%
3	Retail Strategy Concept: Retail Mix; Growth Strategy for Retailers / Retail Franchisors; Building Sustainable Competitive Advantage	12	25%

	for long-term Survival and Growth; Strategies for Internationalization of Retail Business – Franchising, Licensing, Joint Ventures, Acquisition and Mergers		
4	Retail Store Location Planning: Types of Retail Locations; Trading Area Analysis – Primary, Secondary and Fringe Area; Techniques of Evaluating a Trading Area – The Herfindahl-Herschman Index, The Index of Retail Saturation, Reilly's Law of Retail Gravitation, Huff's Model, Central Place Theory,	12	25%

4. Suggested Readings

Books:

1. Retailing Management: Text & Cases by Swapna Pradhan, Tata McGraw-Hill New Delhi
2. Retailing: Environment & Operations by Newman Andrew J and Peter Cullen, Cengage Publications.