

Subject Code: 2CM1010416	Subject Title: Retail Management
	COURSE TYPE : CORE ELECTIVE

Course Objective: The systematic knowledge of the subject will enhance the knowledge in the areas of Retailing, retail store format, retail buying, and retail strategy applied by the organization.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	-	-	3	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction to Retailing :- Meaning of retail, retailing, and an overview of global retailing market. Concept of Organized Retailing ,Socio-economic, Technological influence of retail market and Competitive Forces; - Vertical Marketing System; Evolution of Modern Retailing; Theories of Retail Development – Environmental Theory, Cyclical Theory, Conflict Theory. Retail Store Format:- Classification based on types of Ownership; Merchandise offered ,non-store based retailing, service retailing, organized – unorganized retailing-characteristics of organized retailing format, retail challenges	9	25%
2	Retail Buying / Shopping Behavior Buying:- Understanding retail Shopping behavior in retailing context; Factors influencing Retail Shopping Behavior –Socio-economic and Cultural background. The Stages of Family Life-Cycle, Location and Choice Convenience; Geo-demographic Segmentation of Retail Market.	9	25%
3	Retail Strategy:- -Concept of Retail Mix, Growth Strategy for Retailers / Retail Franchisors; Building Sustainable Competitive Advantage for long-term Survival and Growth; -Strategies for Internationalization of Retail Business – Franchising, Licensing, Joint Ventures, Acquisition and Mergers	9	25%
4	Retail Store Location Planning:- Meaning of retail store location, Types of Retail Locations; Factors affecting retail locations, Trading Area Analysis –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 Pricing Strategies for Retail Business:- Concept of Retail Price; Initial and Maintained Markup, Elements of Retail Price; Determining the Price; Retail Pricing Policies / Strategies; Price Discrimination and Markdowns	9	25%

Reference Books:

1. Retailing Management:Text & Cases, Pradhan,Swapna, Tata McGraw-Hill 3rd ed., 2010 2.
2. Retailing: Environment & Operations, Newman Andrew J and Peter Cullen, Cengage Publications