

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS201
Course Name:	Retail Management
Course Code:	2MS2010453T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To develop marketing competencies in retailing and retail consulting.
- 2) To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
- 3) To foster the development of the students critical and creative learning skills.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	The World of Retailing Introduction of Retailing Types of Retailers and Multichannel Retailing Customer Buying Behaviour Case Discussion	10	20%
2	Retailing Strategy Retail Market and Financial Strategy Retail Locations and Retail Site Selection Customer Relationship Management Case Discussion	10	20%
3	Merchandise Management Managing the Merchandise Planning Process Retail Pricing Retail Communication Mix Case Discussion	10	20%
4	Store Management Managing the Store Store Layout, Design, and Visual Merchandising Customer Service Case Discussion	10	20%
5	Contemporary Issues: App based Retailing IOT and Retailing	08	20%

Text Books:

Sr. No.	Books
1	Retail Management; by Levy, Weitz and Greval; Mc Graw Hill

Reference Books:

Sr. No.	Books
1	Retail Management; by J K Nayak and Prakash Dash; Cengage
2	Retailing Management: Text & Cases; by Swapna Pradhan; Tata McGrawHill
3	Retailing: Environment & Operations; by Newman Andrew J and Peter Cullen; Cengage
4	Retail Management: A Strategic Approach; by Berman, Berry and Joel R. Evans; Pearson

List of Open Source Software/learning website:

1. “Management Concepts and Applications/Management” available on https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
2. <http://www.managementconcepts.com/>
3. http://www.managementstudyguide.com/planning_function.htm

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom’s Taxonomy Level
CLO1	Clarify the concept and related terms in retailing.	2 Understanding, 4 Analyze, 5 Evaluate
CLO2	Comprehend the ways retailers use marketing tools and techniques to interact with their customers.	1 Remembering, 4 Analyze
CLO3	Understand various formats of retail in the industry.	1 Remembering, 2 Understanding
CLO4	Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today’s global economy.	3 Applying,
CLO5	Analyze all the segments in retailing	4, 5 Evaluate, Analyze
CLO6	Developing proper retail store layout according to various industry.	3 Apply, 6 Creating

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	H			M				H	
CLO2		H	H							
CLO3				H		M				
CLO4			M	H						H
CLO5	H				H			H	M	
CLO6	H						H			

H: High, M: Medium, L: Low
