



# INSTITUTE OF AERONAUTICAL ENGINEERING (Autonomous)

Dundigal, Hyderabad -500 043

## MASTER OF BUSINESS ADMINISTRATION

### COURSE INFORMATION SHEET

Course Title	<b>RETAILING MANAGEMENT</b>			
Course Code	<b>CMB416</b>			
Programme	<b>MBA</b>			
Semester	<b>IV</b>			
Course Type	<b>PROFESSIONAL ELECTIVE-IV</b>			
Regulation	<b>IARE-R16</b>			
Course Structure	<b>Lectures</b>	<b>Tutorials</b>	<b>Practicals</b>	<b>Credits</b>
	<b>3</b>	<b>1</b>	<b>-</b>	<b>3</b>
Course Coordinator	<b>Ms. B swathi , Assistant Professor, MBA</b>			
Course Faculty	<b>Ms. B swathi , Assistant Professor, MBA</b>			

#### I. COURSE OVERVIEW:

This course helps to understand the principles and practices of Retail management, involving tools used by marketers to inform consumers and to provide a managerial framework for retailing management planning. Topics: the role of retailing management, organizing for advertising and promotion, consumer behavior perspective, the retail process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, retail pricing and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.

#### II. COURSE PRE-REQUISITES:

<b>Level</b>	<b>Course Code</b>	<b>Semester</b>	<b>Prerequisites</b>	<b>Credits</b>
PG	CMB010	II	Basic knowledge of marketing management	3

#### III. MARKS DISTRIBUTION:

<b>Subject</b>	<b>SEE Examination</b>	<b>CIA Examination</b>	<b>Total Marks</b>
Retailing Management	70 Marks	30 Marks	100

#### SEMESTER END EXAMINATION (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE units and each unit carries equal weight age in terms of marks distribution. The question paper pattern is as follows: Two full questions with 'either' 'or' choice will be drawn from each unit. Each question carries 14 marks.

#### CONTINUOUS INTERNAL ASSESSMENT (CIA):

CIA is conducted for a total of 30 marks, with 25 marks for Continuous Internal Examination (CIE) and 05 marks for Quiz / Alternative Assessment Tool (AAT).

**CONTINUOUS INTERNAL EXAMINATION (CIE):**

The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

**QUIZ / ALTERNATIVE ASSESSMENT TOOL (AAT):**

The AAT include seminars, assignments, term paper, open ended experiments, micro projects, five minutes video and MOOCs.

**IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:**

√	CHALK & TALK	√	QUIZ	√	ASSIGNMENTS	X	MOOCs
√	LCD / PPT	√	SEMINARS	X	MINI PROJECT	√	VIDEOS
X	OPEN ENDED EXPERIMENTS						

**V. ASSESSMENT METHODOLOGIES – DIRECT:**

√	CIE EXAMS	√	SEE EXAMS	√	ASSIGNMENTS	√	SEMINARS
X	LABORATORY PRACTICES	X	STUDENT VIVA	X	MINI PROJECT	X	CERTIFICATION
X	TERM PAPER						

**VI. ASSESSMENT METHODOLOGIES – INDIRECT:**

√	ASSESSMENT OF COURSE OUTCOMES (BY FEEDBACK, ONCE)	√	STUDENT FEEDBACK ON FACULTY (TWICE)
X	ASSESSMENT OF MINI PROJECTS BY EXPERTS		

**VII. COURSE OBJECTIVES (COs):**

**The course should enable the students to:**

- I. Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience for the RM campaign plan
- II. Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an RM campaign
- III. Structure an retail management campaign plan based on the application of marketing concepts, principles, and practices within an organization
- IV. Measure and critically evaluate the communications effects and results of an RM campaign to determine its success.

**VIII. COURSE LEARNING OUTCOMES (CLOs):**

**Students, who complete the course, will have demonstrated the ability to do the following:**

<b>S. No</b>	<b>Description</b>
CCMB416.01	Apply an oral and written, Retailing management history based on primary and secondary research
CCMB416.02	Understand a substantive assessment of retailers strengths, weaknesses, opportunities and theories and create a substantive research plan for one's project
CCMB416.03	Construct RM creative strategies and tactics, including digital & social media executions, advertising, promotions, and public relations initiatives in international
CCMB416.04	Evaluate creative strategies in the retail of given marketing objectives and strategies.

CCMB416.05	Explain the behavioral factors that influence the effectiveness of shoppers & shopping.
CCMB416.06	Provide an understanding of retailing management (RM) and its influences on other marketing functions and other promotional activities.
CCMB416.07	Introduction to the principle and basic concept of management competition process in a streamlined international retailing strategy.
CCMB416.08	Demonstrate a comprehensive understanding of Retail management theories and concepts.
CCMB416.09	Know Retailing management, which we explore using general theories and on which we reflect both normatively and positively.
CCMB416.10	The nature and significance of competitors in retailing as human activities.
CCMB416.11	Understand the life style of Indian shoppers approaches and different shopping environment and mechanisms at the national and international level
CCMB416.12	Analyze and evaluate the fast-changing field of advertising and promotion which affects global marketing, society and economy.
CCMB416.13	Develop analytical, problem solving, planning, communication, customer satisfaction and creative skills in Retailing management.
CCMB416.14	Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an RM campaign.
CCMB416.15	Understand the working of media institutions and actors, media production process and media governance and regulatory structures.
CCMB416.16	Demonstrate the ability to develop interpersonal skills relevant to security valuation and portfolio management.
CCMB416.17	Acquire the knowledge and develop capability to build brand identity and brand relationship, and create brand equity through brand synergy.

#### IX. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Level	Proficiency assessed by
<b>PO1</b>	Ability to apply management fundamentals in practical world.	H	Lectures, Exercises.
<b>PO2</b>	An ability to identify, formulate and solve managerial problems.	S	Exercises.
<b>PO3</b>	Demonstrate abilities such as initiative taking and innovative thinking in their acts.	S	Assignments
<b>PO4</b>	An ability to function in multi-disciplinary teams.	S	--
<b>PO5</b>	To inculcate zeal of self learning.	N	Exercises.
<b>PO6</b>	Enhancing entrepreneurship abilities so that the students are induced to undertake independent ventures.	N	--
<b>PO7</b>	Enhancing knowledge of contemporary issues.	N	--
<b>PO8</b>	An ability to understand professional and ethical responsibility.	N	--
<b>PO9</b>	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.	N	.
<b>PO10</b>	An ability to communicate effectively.	S	Seminars
<b>PO11</b>	An ability to understand the impact of managerial solutions in a global, economic, environmental and societal context.	N	--
<b>PO12</b>	Recognition of the need for and an ability to engage in life-long learning.	S	Assignments

N= None

S= Supportive

H = Highly Related



2	Lusch, Dunne, Carver, "Introduction to Retailing", 7th Edition, Cengage Learning, 2015.
3	Suja Nair, "Retail Management", Himalaya Publication House, 2012.

#### REFERENCES:

1	AdityaPrakashTripathi, NoopurAgrawal, "Fundamentals of Retailing" (text and cases), Himalaya Publication House, First Edition, 2009.
2	SwapnaPradhan, "Retail Management-Text and Cases", TMH, 2015.

#### XII. COURSE PLAN:

The course plan is meant as a guideline. There may probably be changes.

Lecture No.	Learning Objectives	Topics to be covered	Reference
1-2	Acquire knowledge of meaning of Retail and Retailing	Introduction to Retailing, Understanding meaning of retail,, retailing and its history	T1 - 1.1 to 1.5
3-4	Understand the history of retailing and its types.	History of retailing and different types of retailing.	T1 - 1.7
5-6	Understand the process of retailing	understanding the retailing process	T1 - 1.7
7-9	Analyze the management importance and scope of retailing.	Functions of retailing and its importance. Scope of retailing management	T1 – 2.1 to 2.6
10-12	Identify the importance of theories of RM.	Utilities and theories of retailing, E-tailing.	T1 – 2.8
13-15	Identify the importance of retailing in Asia ,Europe, fdi	Retailing in Asia, Europe, FDI, Rural marketing, ethics in retailing.	T1- 3.7 to 3.8
16-18	Acquire knowledge of shopping environment.	Understanding shoppers &shopping	T1 - 3.5 to 3.9
19-20	Understand the shopping process and behaviour	Shopping process, behavior.	T1 – 4.1 to 4.9
22-24	Discuss the need of creativity in the customer decision making process.	Discuss about the customer decision making process.	T1 – 5.1 to 5.2
25-28	Identify the methods in Indian shoppers	Demographics and psychographic profile of Indian shoppers, Factors influencing the retail shopper in India.	T1 – 5.3 to 5.5
29-31	Understand the concepts of life style of Indian shoppers	Life style of Indian shoppers, shopping patterns in India.	T1- 5.3 to 5.5
32-34	Understand the concepts of Retailing formats and its classification	Retail formats and its classification, other retail formats.	T1-5.3 to5.5
35-36	Acquire knowledge of format choice	Value based model and attribute based model of store format choice.	T1 - 6.1 to 6.5
37-39	Acquire knowledge of types of competition and evaluating the competition in retailing.	Evaluating the competition in retailing and types of it competition.	T1 - 5.7 to 5.8

40-44	Understand the evolution of retail competition and future changes in retail competition.	The evolution of retail competition and future changes in retail competition.	T1 - 6.1, 6.3
45-48	Understand the retail pricing	Retail pricing with different approaches SCM and its types, retail inventory management.	T2 - 7.1 to 7.2
49-52	Understand the retail buying & managing retail operations.	Retail buying & management retail operations, store layouts.	T2 - 7.3, 7.4
53-55	Understanding the store design, materials, and lightings, graphics-interior & exterior signage.	Store design, materials, lightings, graphics-interior & exterior signage, and layout for E-Tailers.	T2 - 7.5, 7.6

### XIII. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S.NO	DESCRIPTION	PROPOSED ACTIONS	RELEVANCE WITH POS	RELEVANCE WITH PSOs
1	Optimum planning of Retailing management	Seminars / NPTEL	PO 1, PO 2, PO 5	PSO 1
2	Think about what you see on TV, the web, read in papers and hear on the radio	Seminars / Guest Lectures / NPTEL	PO 2, PO 5, PO 9	PSO 1

### XIV. MAPPING COURSE OBJECTIVES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Objectives	Program Outcomes (POs)												Program Specific Outcomes (PSOs)			
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
I	S	-	-	-	S	-	-	-	-	-	-	S	-	-	-	S
II	-	S	-	-	-	-	S	-	-	-	S	-	-	-	S	-
III	-	-	-	-	S	-	-	-	S	-	-	-	S	-	-	-
IV	-	S	-	-	-	-	-	-	S	-	-	-	S	-	S	-

S= Supportive

H = Highly Related

### XV. MAPPING COURSE LEARNING OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Learning Outcomes	Program Outcomes (Pos)												Program Specific Outcomes (PSOs)			
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CAEC002.01	S	S	-	-	-	-	-	-	-	-	-	S	S	-	-	-
CAEC002.02	S	S	-	-	-	S	-	-	S	S	-	S	S	-	-	S
CAEC002.03	-	S	-	-	-	-	S	-	S	-	-	-	-	S	-	-
CAEC002.04	-	-	-	-	S	-	-	-	S	S	-	S	S	-	-	-
CAEC002.05	-	-	-	-	S	-	-	S	-	S	-	-	-	-	S	-
CAEC002.06	-	S	-	-	-	-	-	-	-	-	S	-	S	-	-	-

CAEC002.07	S	S	-	-	S	-	S	-	S	-	-	S		S	-	-
CAEC002.08	S	S	-	-	-	-	-	-	-	-	-	S	S	-	-	-
CAEC002.09	-	-	-	-	S	-	-	-	S	-	-	-	S	-	-	-
CAEC002.10	S	-	-	-	-	-	-	-	S	S	-	S	S	-	-	-
CAEC002.11	-	H	-	-	-	S	-	-	-	-	-	-	-	-	-	S
CAEC002.12	H	H	-	-	-	-	-	-	S	S	-	-	S	-	S	-
CAEC002.13	S	S	-	-	S	-	-	-	-	S	-	S	-	-	-	-
CAEC002.14	-	-	-	-	S	-	-	S	-	-	-	S	S	-	S	-
CAEC002.15	-	-	-	-	-	-	-	-	-	S	-	-	S	-	-	-
CAEC002.16	-	-	-	-	S	-	S	-	-	-	-	-	-	-	S	-
CAEC002.17	-	-	-	-	S	-	-	-	-	S	-	S	S	-	S	-

**S= Supportive**

**H = Highly Related**

**XVI. DESIGN BASED PROBLEMS (DP) / OPEN ENDED PROBLEM:**

- I. How do you design Inferential communication based on the systems and techniques for making probability based decisions and accurate predictions based on sample data?
- II. Discuss Simple thought experiments an can give new insight into the different ways misunderstanding of marketing can distort the way we perceive the world.
- III. How can you create a clear target that focuses on the motivations that affect customers' decisions, upon which you'll build your marketing program.

**HOD, MASTER OF BUSINESS ADMINISTRATION**