



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

RETAILING MANGEMENT								
IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD46	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Marketing Management								

I. COURSE OVERVIEW:

The aim of this course provides a comprehensive exploration of the retail industry, from its historical evolution to the complexities of modern retailing. Participants will delve into shopper behavior, retail functions, pricing strategies, supply chain management, and the intricacies of retail operations. The course covers a wide range of topics, including the retail environment, demographics of shoppers, competitive market dynamics, and ethical considerations in retailing.

II. OBJECTIVES:

The students will try to learn:

- I. The modern retailing concepts and understand the present retailing trends how to create a shopping experience that builds customer loyalty.
- II. Shopping environment, retail formats, functions, retail operation and promotion how to receive, present and maintain merchandise.
- III. Pricing and supply chain management how the role of the manager impacts the success of a retail business.
- IV. The retail operations with different strategies in retailing how to identify, hire, retain and build retail talent.
- V. Different level of interest in pursuing a career in retail management understand how to drive sales growth.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Explain the meaning, history, and types of retailing, including the structure of the Indian retail industry.
- CO2 Analyze the shopping environment, socio-cultural aspects, and the shopping process. Explore the demographics and psychographics of Indian shoppers, understanding their lifestyle and shopping patterns.
- CO3 Examine different retail formats and models of store format choice.
- CO4 Describe the competitive marketplace, marketing structure, and the demand side of retailing.
- CO5 Explore pricing objectives, strategies, and interactive pricing decisions.
- CO6 Illustrate the objectives of buying, organization buying, and buying behavior models.

IV. COURSE CONTENT:

MODULE-I- INTRODUCTION TO RETAIL MANAGEMENT (08)

Meaning of Retail and Retailing, History, types, functions, utilities, theories of retailing, e tailing, structure of Indian retail industry, retailing in Asia, global retailing, retailing in Europe, service retailing, foreign direct investment retailing, Rural marketing, ethics in retailing.

MODULE -II- UNDERSTANDING SHOPPERS AND SHOPPING (09)

Shopping Environment, shopping in a socio-cultural context, shopping process shopping behavior, demographics of Indian shoppers, psychographic profile of Indian shoppers, lifestyle of Indian shoppers, shopping patterns in India.

MODULE -III- DELIVERING VALUE THROUGH RETAIL FUNCTIONS (09)

Classification of formats, ownership based, store based, on store based, other retail formats, Value Based Model of store format choice, attribute-based model of store format choice, the competitive market place.

Marketing Structure, the demand side of retailing, non-price decisions, types of competition, evolution of retail competition, future changes in retail competition

MODULE -IV- PRICING AND SUPPLY CHAIN MANAGEMENT (09)

Pricing objectives and policies, interactive pricing decisions, different pricing strategies, and price; Adjustment Strategies: supply chain management introduction, drivers of supply chain management, supply chain management and competitive advantages, types of supply chain supply chain length, width, control of supply chain, framework of supply chain management, supply chain management network structure, supply chain business process, supply chain management components, retail inventory management, retail logistics management.

MODULE -V-RETAIL BUYING AND MANAGING RETAIL OPERATIONS (10)

Objectives of buying, organization buying, retailing buying behavior, models of buying behavior, buyer responsibilities, merchandising and assortment plans merchandise plan, merchandise plan for basic stocks retail buying groups, negotiations in retail, contract in retail, store layout and design, merchandise display fixtures, positioning of merchandise, materials and finishes, floors, interior walls, ceilings, lightings, music, graphics exterior signage, interior signage, layouts for retailers, e-tailing.

V. TEXT BOOKS:

1. Prof. Long Yáng “Retail Management”, 8th edition, in 2021
2. Dr. V. Chitra, Dr. V. Mahalakshmi “Retail management “in 2021.
3. Swapna Pradhan “Retail management Text and Cases”,6th edition, in July 2020.
4. Gibson “Retail management “,5th edition in September 2017.

VI. REFERENCE BOOKS:

1. Swapna Pradhan,” Retail Management-Text and Cases”, TMH, 5th Edition, 2015.
2. Dr. Harjit Singh, “Retail Management a Global Perspective text and cases”, Chand, 3rd Edition, 2011.
3. Aditya Prakash Tripathi, Noopur Agrawal, “Fundamentals of Retailing” (text and cases), Himalaya Publication House, 1st Edition, 2009.

VII. WEB REFERENCES:

1. http://catalogue.pearsoned.ca/assets/hip/ca/hip_ca_pearsonhighered/samplechapter/0131203017.pdf
2. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf

E-TEXT BOOKS:

1. <https://www.welingkaronline.org/autoptlibrary/librarynotices/retailmanagement.pdf>

2. https://www.amazon.in/dp/b07dx3p3h6/ref=cm_sw_r_apan_glt_90bt0tmxys6vhr2es9ad.
3. https://www.amazon.in/dp/b00hjmkimc/ref=cm_sw_r_apan_glt_cq9at2t1gb1vdvbd8ere
4. https://ebooks.lpude.in/management/mba/term_3/dmgt550_retail_management.p