

RETAILING MANGEMENT

IV Semester: MBA								
Course Code	Category	Hours / Week			Credit	Maximum Marks		
CMBC49	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	30	70	100
Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45		
<p>I. COURSE OVERVIEW: This course develops an in-depth understanding of retailing management. Topics include an overview of retail management; Understanding shoppers and shopping, delivering value through retail functions, pricing and supply chain management and retail buying and managing retail operations. This course is designed as per the latest needs of industry and revised accordingly to keep it updated. The course aims to identify problems in retail management and come up with solutions apply their managerial skills.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <p>I. The modern retailing concepts and understand the present retailing trends how to create a shopping experience that builds customer loyalty.</p> <p>II. Shopping environment, retail formats, functions, retail operation and promotion how to receive, present and maintain merchandise.</p> <p>III. Delivering value through retail functions, market structure, competitions.</p> <p>IV. Pricing and supply chain management impacts in the success of a retail business.</p> <p>V. Manage retail operations with different strategies in retailing to identify, hire, retain and build retail talent.</p> <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <p>CO 1: Discuss the concepts and theories applicable in Indian retail industry</p> <p>CO 2: Demonstrate concepts of service challenges in delivering ethics in retail industry trends.</p> <p>CO 3: Summarize the shopping environment about socio cultural and demographics to deal with Indian Shoppers</p> <p>CO 4: Analyze the psychographic profile of Indian shoppers in Indian to deal with real situation of market.</p> <p>CO 5: Design unique retail formats and model considering the need of the customers.</p> <p>CO 6: Evaluate the demand, price, competition, of retail market for decisions making.</p> <p>CO 7: Examine the pricing objective, policies, strategies, is applicable for decision making</p> <p>CO 8: Develop a framework for supply chain management to handle retail logistics management.</p> <p>CO 9: Apply the principles, practices, and concepts, model of buying behavior, used in retail Management.</p> <p>CO 10: Analyze the requirement of resources to reach the customer.</p>								
IV. SYLLABUS								
UNIT-I	INTRODUCTION TO RETAIL MANAGEMENT						Classes: 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.								
UNIT-II	UNDERSTANDING SHOPPERS AND SHOPPING						Classes:09	
Shopping Environment, shopping in a socio cultural contest, shopping process shopping behavior, demographics of Indian shoppers, psychographic profile of Indian shoppers, lifestyle of Indian shoppers, shopping patterns in India.								

UNIT-III	DELIVERING VALUE THROUGH RETAIL FUNCTIONS	Classes: 09
<p>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.</p> <p>Marketing Structure, the demand side of retailing, non-price decisions, types of competition, evolution of retail competition, future changes in retail competition.</p>		
UNIT-IV	PRICING AND SUPPLY CHAIN MANAGEMENT	Classes: 09
<p>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 networkstructure, supply chain business process, supply chain management components, retail inventory management, retail logistics management.</p>		
UNIT-V	RETAIL BUYING AND MANAGING RETAIL OPERATIONS	Classes: 10
<p>Objectivesofbuying,organizationbuying,retailingbuyingbehavior,modelsofbuyingbehavior,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.</p>		
Text Books:		
<ol style="list-style-type: none"> 1. Prof. Long Yáng, “Retail Management” 8th Edition, 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. 5. Michael Levy, Barton A. Weitz, AjayPandit, “Retailing Management”, Tata McGraw-Hill Education, 8th Edition, 2017. 6. Lusch, Dunne, Carver, “Introduction to Retailing”, Cengage Learning, 7th Edition, 2015. 7. Piyush Kumar Sinha, Dwarika Prasad Uniyal, “Managing Retailing”, Oxford, 2nd Edition, 2012. 8. Suja Nair, “Retail Management”, Himalaya Publication House, 5th Edition, 2012. 9. Michael Levy, “Retail Management”, Pearson, 6th Edition,2008. 		
Reference Books:		
<ol style="list-style-type: none"> 1. SwapnaPradhan,” 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. 		
Web References:		
<ol style="list-style-type: none"> 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:		
<ol style="list-style-type: none"> 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.pdf 		