

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Retail Management & Services
COURSE CODE	04MB0315
COURSE CREDITS	03
COURSE DURATION	42 Hours

COURSE OUTCOMES:

- ❖ Understand the Retail Scenario prevailing in India and the world
- ❖ Compare and analyze various formats of organized retailing.
- ❖ Comprehend the Merchandise Management in organized retail formats
- ❖ Evaluate Consumer Behavior towards retailing offline & online
- ❖ Understand the applications of ICT in retail operations

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Introduction to Retailing: Defining Retail – Evolution & Development – Organized v/s Unorganized Retailing – Functions – Forms & Formats of Retailing – Store and Non-Store Retailing – Franchising - Retailing in India – International Retail Scenario – Career in Retailing – Case Study	08
II	Buyer Behavior in Retail: Retail Buying Decision Making Process – Influencing Factors Affecting Retail Purchase – Influence of Group & Individuals – Customer Service in Retail – Retail Service Gap – Consumer Connect with Social Media Platforms – Online Reputation Management – Case Study	10
III	Retail Store Management: Retail location – types & factors to be considered – Store Layouts and Design – Space Planning - Shelf Management – HRM and Operations Management for Store - Visual Merchandising – Promotions – Case Study	08
IV	Branding & Merchandising in Retail: Branding Basics for Retailing – Assortment Planning – Category Management – Merchandise planning – Buying Merchandise – Retail Pricing – Case study	08
V	ICT in Retail: Applications of Information & Communication Technology in Retailing for Logistics Management – CRM – Warehousing – Transportation – POS machines – Inventory Management - Franchise Management – E-Tailing & M-Tailing – Case Study	08

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ Practical Record / Practical Examination etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination (Practical / Viva)	50% (External Assessment)

SUGGESTED READINGS:
Textbooks:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	Swapna Pradhan	Retailing Management Text and Cases	TMH	6th Edition - 2020
T-02	Michael Levy, Barton Weitz, Dhruv Grewal	Retailing Management	McGraw Hill Higher Education	10th Edition - 2017
T-03	Barry R. Berman, Joel R. Evans, Patrali M. Chatterjee	Retail Management – A Strategic Approach	Pearson	2017

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Gibson G Vedamani	Retail Beyond Detail	SAGE	2018
R-02	David Gilbert	Retail Marketing Management	Pearson	2 nd Edition - 2006
R-03	Richard Hammond	Smart Retail	Pearson	2018