

Semester-II

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| Course Title: Retail Management | Course code: 21BBA202MN2 |
| Total Contact Hours: 56 | Course Credits: 03 |
| Internal Assessment Marks: 40 | Duration of SEE: 03 Hours |
| Semester End Examination Marks: 60 | |

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Understand the functions of retail business and various retail formats and retail channels.
2. Understand the difference between Retail and Manufacturing Supply Chain.
3. Understand, key drivers of retail supply chain and how to select a retail store location ?
4. Analyze Retail Market and Store Management including Relationship Marketing.
5. Analyze Retail Audit and Ethics in Retailing.

| Unit | Description | Hours |
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| 1 | INTRODUCTION ON RETAILING: World of Retailing, Retail Management, Introduction, Meaning, Characteristics, Types of Retailers (Retail Formats) – Trends in Retailing, FDI in Retail Problems of Indian Retailing. | 11 Hrs |
| 2 | RETAIL MARKET STRATEGY: Financial Strategy – Site & Locations, Size and space allocation, location strategy, factors Affecting the location of Retail, Retail location Research and Techniques. | 11 Hrs |
| 3 | STORE MANAGEMENT: Responsibilities of Store Manager, Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies. | 11 Hrs |
| 4 | RELATIONSHIP MARKETING: Management & Evaluation of Relationship in Retailing, Retail Research in Retailing: Importance of Research in Retailing, Trends in Retail Research. | 11 Hrs |
| 5 | RETAIL AUDIT AND ETHICS IN RETAILING: Undertaking an audit, problems in conducting a retail audit. Ethics in retailing, social responsibility and consumerism. | 12 Hrs |

Reference Books:

1. James R Ogden & Denise Trodden, Integrated Retail Management, Biztantra.
2. Levy and Weitz, Retail Management, TMH.
3. Swapna Pradhan, Retailing Management, TMH.
4. David Gilbert, Retail Marketing Management, Pearson Education.
5. A J Lamba, The Art of Retailing, McGraw Hill.
6. Barry Berman, Joel R Evans, Retail Management: A Strategic Approach, Pearson.

URLs

1. https://www.tutorialspoint.com/retail_mangement/retail_management_tutorial.pdf.
2. <https://www.pondiuni.edu.in/sites/default/files/Retail%20Marketing200813.pdf>
3. <http://14.139.185.6/website/SDE/sde177.pdf>

Practical Components:

1. Interview a salesperson in a retail store and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why they chose a sales career, and what does it take to succeed in this profession.
2. Go to a kirana store and a supermarket and compare the following: a) store arrangements b) No of brands carried c) pricing policies – are discounts given ? d) Service – personal or impersonal ? Etc.
3. Go to at least three kirana stores in your neighborhood (around 5 kms) and discuss with them the importance of location, pricing, credit policy, etc. What percentages of goods are sold loose in each locality and compare this with the approximate income range of the customers ?. What are the retailers losses when a customer defaults in payment ? Does he make up for it by increasing his prices to other customers.