

Retail Management

Course Code	21BA4T4MB	Year	II	Semester	II
Course Category	Elective (Marketing)	Branch	Business Administration	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	Marketing Management
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes

Upon successful completion of the course, the student will be able to:

CO1	Identify the various principles, practices, and concepts used in retail marketing management.	L3
CO2	Determine the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.	L3
CO3	Examine the implementation of marketing strategy through an analysis of the location opportunities, financial strategy and performance objectives.	L4
CO4	Analyze how retail managers can make informed strategic choices in relation to managing store design, retail form and merchandise plans.	L4
CO5	Choose the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.	L3

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	3	-	3	3	3	-	-	3	-	-	-	3	-
CO2	3	-	3	3	3	-	-	3	-	-	-	3	-
CO3	3	-	3	3	3	-	-	3	-	-	-	3	-
CO4	3	-	3	3	3	-	-	3	-	-	-	3	-
CO5	3	-	3	3	3	-	-	3	-	-	-	3	-

SYLLABUS

Unit No.	Contents	Mapped CO
I	Basic concepts of retailing: Retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing- legislation for retailing in India.	CO1
II	Retail strategy: Market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.	CO1 CO2
III	Retail location: Types, location opportunities – selection of location and Site analysis – financial strategy – strategic profit model – setting and measuring performance objectives.	CO1 CO3
IV	Store layout and design: store operations and inventory management merchandise planning and control, buying merchandise – developing assortment plan.	CO3 CO4

V	Retail pricing strategy: Category management, customer services – retail branding- International retailing – promotional strategies – advertising, sales promotion, store atmosphere.	CO1 CO5
Case Study Compulsory. Relevant cases have to be discussed in each unit.		

Learning Resources	
Text Books:	
<ol style="list-style-type: none"> 1. Sheikh and Kaneez Fatima (2012), “Retail Management”, Himalaya Publishing House, Mumbai. 2. A.J. Lamba (2011), “The Art of Retailing”, Tata McGraw Hill Education Pvt. Ltd. New Delhi. 	
Reference Books:	
<ol style="list-style-type: none"> 1. Siva Kumar A (2007)., “Retail Marketing”, Excel Books, New Delhi. 2. Swapna Pradhan (2012), “Retail management”, Tata McGraw Hill Education Pvt. Ltd. New Delhi. 3. Berman Barry, Joel R. Evans and Mini Mathur (2011), “Retail Management-A Strategic Approach”, Pearson Education, New Delhi. 4. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava (2012), “Retail Management”, Oxford University Press, New Delhi. 5. Gibson G. Vedamani, “Retail Management”, Jaico Publishing House, New Delhi. 6. Dunne (2013), “Introduction to Retailing”, Cengage Learning, New Delhi. 	
e- Resources & other digital material:	
<ol style="list-style-type: none"> 1. https://archive.nptel.ac.in/courses/110/105/110105158/ 	