

## UNDERGRADUATE PROGRAMME IN BACHELOR OF MANAGEMENT STUDIES

### RETAIL MANAGEMENT

**Learning Objective:** The objective of this course is to develop marketing competencies in retailing and retail consulting. Besides, the course is designed to foster the development of the student's critical and creative thinking skills.

**Course contents:**

**Unit I**

**Lectures: 10**

Overview of Retailing Management: Introduction to retailing, concept, Nature, scope, Functions of retailing; Building and sustaining relationships; Retail organization structure, Retail management process Types of Retail Outlets

**Unit II**

**Lectures: 12**

Retail Management Situational Analysis: Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, non store-based, and other forms of non-traditional retailing; Identifying and understanding the customer Choosing a store location: Trading-area analysis; Site selection; Store design and layout

**Unit III**

**Lectures: 8**

Retail Marketing: Advertising and sales promotion, Retail marketing strategies, store positioning, retail marketing mix, CRM, Advertising in Retailing, types of retail sales promotion.

**Unit IV**

**Lectures: 8**

Retail Merchandising-Management & Pricing: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management, concept of merchandise pricing, pricing options, pricing strategies, pricing objectives, types of pricing

**Unit V**

**Lectures: 18**

Managing Retail Business and Future of Retailing: Elements/ components of retail store operation, store administration, store manager responsibility, inventory management, management of receipts, Retail organization and HRM; Operations management: financial and operations dimensions; retail staffing process, Managing retail services; Service characteristics; store maintenance and store security, Retailing through Internet, Career opportunities in Retail, Road ahead in India

**Text Books:**

1. Berman B and Evans J R. (2006). *Retail Management* (9th ed.).New Delhi: Pearson Education.
2. Michael Levy M and Weitz B W & Pandit Ajay (2004). *Retailing Management* (6th ed.). New Delhi: Tata McGraw-Hill.

**References:**

1. Bajaj, Tuli and Srivastava (2004). *Retail Management* (2nd ed.). New Delhi: Oxford University Publication.
2. Ogden & Ogden (2005). *Integrated Retail Management*. Biztantra Publications.
3. Dr. Harjit Singh (2011-2012). *Retail Management* (4th ed.). New Delhi: S. Chand
4. Bhatia S.C. (2008). *Retail Management*. (10th ed.). New Delhi: Atlantic Publishers.