

COMSBC05 - Retail Formats

Master of Commerce Skill Based Course : Retail Formats

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
COMSBC05	Retail Formats	1	0	1	2	NIL

Objective: The objective of the course is to acquaint students with the importance of retail management and its impact on customer and supplier relationship management. The students would explore different types of retail stores, their characteristics, and how they cater to specific customer needs.

Learning Outcomes: On completion of this course, the student should be able to:

- comprehend the importance of retail management and its influence on consumer and supplier loyalty.
- develop marketing competencies in retailing to become a successful retailer and to take a successful decision.
- analyze the factors behind emerging trends in retailing.
- become informed and strategic retail professionals.

Contents:

Unit I (7 hours)

Meaning, Nature, Scope, Objectives, Types of retail formats, Modern retail formats, Theories of Retailing, Developments in retailing in Indian perspective. Emerging trends in retailing.

Unit II (8 hours)

Retail marketing mix, Advertising and sales promotion, Choosing a store/retail location, Store planning, Inventory management, Customer relationship management, Supplier relationship management, Importance of E-retailing.

Practical Exercise: Students would be asked to visit different retail stores and analyse the retail technologies used in those stores. Students would do customer surveys or reviews to identify areas for improvement in those stores. They would be asked to analyse different retail layouts and suggest to optimize retail space in the most effective way and to bring customer delight.

Suggested Readings:

- Berman, B., and Evans, J.R. (2007). *Retail Management: A Strategic Approach*, Prentice Hall.

- Berman, B., and Evans, J.R., Chatterjee, P. (2017). *Retail Management: A Strategic Approach*, Pearson.
- Vedamani, G.G. (2003). *Retail Management: Functional Principles and Practices*, Jaico Publishing House.
- Levy, M. and Weitz, B.A. (2017), *Retailing Management*, McGraw Hill Higher Education.
- Davidson, W.R., Sweeney, D.J., and Stampfl, R.W. (1988). *Retailing Management*, John Wiley & Sons.