

## B.A (Prog.) with Apparel Design and Construction (ADC)

### Category-V

#### DISCIPLINE SPECIFIC ELECTIVE COURSE DSE-3-ADC: APPAREL RETAIL AND E-TAIL

#### Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Apparel Retail and E-tail	4	3	1	0	Class XII Pass	NIL

#### Learning Objectives:

- To provide an overview of Indian apparel retail and e-tail scenario.
- To create an understanding of basic marketing and operations of apparel retail and e-tail stores.

#### Learning Outcomes:

After completing this course, the learner will be able to:

- List the important structural changes and emerging trends in the Indian apparel retail sector.
- Describe the unique aspects of apparel retail and e-tail
- Classify the different types of retail outlets.
- Compare the 4 Ps and 4Cs of retail and e-tail marketing mix
- Describe the main operational processes of retail and e-tail stores
- Compare the strengths & weaknesses of apparel retail & e-tail from the vendor and consumer points of view
- Identify the different types of e-tailing business models

#### SYLLABUS OF DSE-3-ADC

#### THEORY (Credits 3; Hours 45)

#### UNIT I: Overview of Apparel Retailing

5 Hours

This unit provides an overview of the Indian apparel retail scenario. It also provides classification of retail formats and stores.

- Overview of Indian apparel retail – Definition of Retail & Retailer, Special features of apparel retailing, Organised and unorganized retailing, Retail evolution in India: structural changes and emerging trends
- Strengths & weaknesses of apparel retail from vendor and customer points of view

- Classification of Retail Formats/ Stores – Types of Formats (in-store and non-store), Type of Stores (ownership and merchandise based)

## **UNIT II: Retail Marketing and Operations**

**10 Hours**

This unit provides basic understanding of the concepts related to marketing and operation of retail stores.

- 4Ps of marketing - Product – merchandise assortment and inventory management; Place – Store Management, store location, Floor layout; Promotion – in-store and off-store promotion and advertising; Pricing strategy
- Retail Store Operations - Store Management (Store procedures, premises maintenance, Legal compliance); Customer management (Approaching and assisting the customer, Transaction flow system, Handling returns and exchanges, Following up on sales, Dealing with customers' grievances)

## **UNIT III: Overview of Apparel E-tailing**

**15 Hours**

This unit provides an overview of the Indian apparel e-tail scenario. It also introduces the learners to categories of e-business models.

- Overview of Indian apparel e-tail - Indian apparel e-tail scenario, Uniqueness of apparel in e-tail, Steps involved in e-tailing, Types of fashion e-tail outlets
- Strengths & weaknesses of apparel e-tail from vendor and customer points of view
- Types of e-business: B2B, B2C, C2C, C2B, B2G, G2B, G2C
- Broad categories of e-commerce implementation strategies - Retail Model, Brokerage Model, Mall Model, Drop Shipping Model, Warehousing and Whole selling Model, Private Labelling, and White Labelling Models
- E-commerce revenue models: advertising, affiliate, Transaction Fee Revenue, sales revenue

## **UNIT IV: E-tail Marketing and Operations**

**15 Hours**

This unit provides basic understanding of the concepts related to marketing and operation of e-tail stores.

- 4Ps Vs 4Cs of e-tail marketing mix
- E-commerce store-fronts
- Essentials of e-tail operations - Customer acquisition, supply-chain and delivery, Pricing strategy, customer service, returns and refunds, financial transaction, legal compliance, data privacy and security

### **TUTORIALS (Credits 1; Hours 15)**

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

**ESSENTIAL READINGS:**

- Joseph P. T., (2019), *E-Commerce: An Indian Perspective*, New Delhi: PHI Learning
- Levy Michael, Weitz Barton A., Grewal Dhruv, (2021), *Retailing Management*. US: Irwin Publishers
- McMahon John, (2017), *E-commerce A Beginners Guide to e-commerce*, Createspace Independent Publishing Platform
- Whiteley D. (2017). *E-Commerce: Strategy, Technologies and Applications*. New York: McGraw Hill Education

**SUGGESTED READINGS:**

- Dunn Patrick, Lusch Robert, Griffith David A., (2002), *Retailing*, USA: Harcourt College Publishers
- Chaffey D. (2013). *E-Business and E-Commerce Management: Strategy, Implementation and Practice* (5th edition). New Delhi: Pearson Education India
- Laudon C., Traver C. (2018). *E-Commerce 13th Edition*. Pearson

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**