

Retail Management

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Retail Management	4	3	1	0	Pass in Class XII	NIL

Learning Objectives

The course aims to provide a comprehensive understanding of the theoretical and applied aspects of Retail Management.

Learning Outcomes

After completion of the course, learners will be able to:

1. Recognise the concept of retailing and its formats.
2. Describe the dynamics of retail store location, its design and visual display.
3. Describe and analyze the marketing mix strategies used by the retailers/e-tailers to interact with their customers.
4. Analyse human resource management practices in retailing for sustainable relationship building with the customers as enticed in the concept of Customer Relationship Management.
5. Interpret the legal and ethical issues and the role of ICT in Retail Management.

Course Contents:

Unit 1: Introduction (9 hours)

Retailing: Nature, Scope and Importance of Retailing, Formats of Retailing: Store-based and Non-Store based including E-tailing, Emerging Trends in Retailing in India, Career Options in Retailing.

Unit 2: Retail Planning (9 hours)

Understanding Retail Consumer, Selecting Target Market and Retail Location, Store Design and Layout, Visual Merchandising and Displays.

Unit 3: Retail Marketing Mix (11 hours)

Merchandising and Inventory Decisions, Merchandise Pricing Decisions, Retail Distribution Decisions and Retail Promotion Decisions with special emphasis on Retail Selling Skills.

Unit 4: Managing Human Resources and Customer Relationships in Retailing and Contemporary Issues in Retail Management (16 hours)

(A) Managing Human Resources and Customer Relationships in Retailing (9 hours)

HRM process in Retail: an overview, Customer Relationship Management: Concept and Types of CRM in Retailing.

(B) Contemporary Issues in Retail Management (7 hours)

Role of Information Technology in Retailing, Legal and Ethical Issues in Retailing and Mall Management.

Exercises

The learners are required to:

1. Prepare an experiential report on the use of vending machines in a retail format of your choice.
2. Prepare a case study on the promotional strategy used in a mall in your vicinity.
3. Conduct the following study:
Haats are popular not only in rural India, but in urban areas too. Conduct a study on the effectiveness of their location and visual merchandising display strategy that they have adopted.
4. Study the layout, merchandising and display of any store-based retail format.
5. Analyze any element of retail marketing mix strategy in detail of any store-based retail format.
6. Perform role play as customer and retailer with respect to different product categories to effectively demonstrate the ability to close the sale.
7. Conduct personal interviews of the sales staff in a retail store to identify what motivates them more-monetary or non-monetary incentives.
8. Study the customer relationship management practices followed at a retail store.
9. Analyse the legal and ethical issues and the role of ICT in Retail Management.

Suggested Readings

- Bajaj, C., Tuli, R., & Srivastava, N. V. (2010). Retail management, Oxford, United Kingdom: Oxford University Press.
- Berman, B. R., & Evans, J. R. (1995). Retail Management: A Strategic Approach. Englewood Cliffs, United States: Prentice Hall.
- Levy, M., Weitz, B. A., & Ajay, P. (2009). Retailing Management. Delhi, India: Tata McGraw-Hills Publication Co. Ltd.
- Newman, A.J., & Cullen, P. (2002). Retailing Environment; Operations. Delhi, India: Cengage Learning India Private Limited.
- Vedamani, G. G. (2008). Retail management. Delhi, India: Jaico Publishing House.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.