

Discipline Specific Elective Course- 7.6(DSE-7.6): Retail Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Retail Management: DSE-7.6	4	3	1	0	Pass in Class XII	NIL

Retail Management

BC: DSE- 7.6

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. Develop fundamental understanding of the concept of retailing and its formats.
2. Analyse the dynamics of retail store location, its design and visual display.
3. Analyse the marketing mix strategies used by the retailers/e-tailers to interact with their customers.
4. Develop an understanding of managing human resources in retailing for sustainable relationship building with the customers as enticed in the concept of customer relationship management.
5. Relate legal and ethical issues and the role of ICT in Retail Management.

Course Contents:

Unit 1: Introduction (10 hours)

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

Unit 2: Retail Planning (10 hours)

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

Unit 3: Retail Marketing Mix (14 hours)

Merchandising and Inventory Decisions, Merchandise Pricing Decisions, Retail Distribution Decisions and Retail Promotion Decisions with special emphasis on Retail Selling Skills. Role of Information Technology in Retailing, Legal and Ethical Issues in Retailing and Mall Management.

Unit 4: Managing Human Resources and Customer Relationship in Retailing (11 hours)

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

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. '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.
3. Study the layout, merchandising and display of any store-based retail format.
4. Analyse any element of retail marketing mix strategy in detail of any store-based retail format.
5. Perform role play as customer and retailer with respect to different product categories to effectively demonstrate the ability to close the sale.
6. Conduct personal interviews of the sales staff in a retail store to identify what motivates them more- monetary or non-monetary incentives.
7. Study the customer relationship management practices followed at a retail store.
8. Prepare a case study on the promotional strategy used in a mall in your vicinity.

Suggested Readings:

- Bajaj C. (2016).Retail Management.Oxford University Press.
- Bajaj, C., Tuli, R., & Srivastava, N. V. (2010). Retail management. Oxford University Press.Berman, B. R., & Evans, J. R. (1995). Retail Management: A Strategic Approach. Prentice Hall. Englewood Cliffs, NJ.
- Levy, M., Weitz, B. A., & Ajay, P. (2009). Retailing Management: Tata McGraw-Hills Publg. Co. Ltd., New Delhi.
- Newman, A.J., & Cullen, P. (2002). Retailing Environment; Operations. New Delhi: Cengage Learning India Private Limited.
- Sinha and Uniyal (2018).Managing Retailing.Oxford University Press.
- Vedamani, G. G. (2008). Retail management. Jaico, Ed. 3rd.

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