Bachelor of Vocation - Retail Management & IT course (Semester-3)
Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-1 Retail Store Operations

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		
DSE-1 Retail Store Operations	4	3	1	0	N/A	NA

Learning Objectives

By the end of this course, students will be able to understand the fundamental concepts and theories related to retail store operations management. Evaluate and design an effective retail store layout to enhance the overall shopping experience. Implement inventory management techniques to optimize stock levels and minimize carrying costs. Develop strategies to improve customer service and handle customer complaints and inquiries.

Learning outcomes

By studying this course, students will be able to:

1. Demonstrate a comprehensive understanding of retail store operations management principles.
2. Compare and contrast different retail formats and their respective advantages and limitations.
3. Create and justify a well-designed retail store layout to enhance customer engagement and sales.
4. Propose an efficient inventory management plan based on demand forecasting and stock analysis.

SYLLABUS

UNIT – I (12 Hours)

Overview of Retail Industry and its significance, Retail Management Process and Functions, Retail Store Formats and Types, Retail Store Operations, Store Planning and Design, Inventory Management and Control, Supply Chain and Logistics Management in Retail.

UNIT – II (12 Hours)

Visual Merchandising Strategies and Techniques, Store Layout and Space Management, Customer Experience and Service Management, Understanding Customer Behavior and Preferences, Building Customer Loyalty and Retention, Customer Feedback and Satisfaction Measurement.

UNIT – III (12 Hours)

Retail Analytics and Data-Driven Decision Making, Importance of Retail Analytics, Collecting and Analyzing Retail Data, Using Data for Business Decision Making; Leadership and Team Management in Retail, Retail Store Team Structure and Roles, Effective Leadership and Communication Skills, Motivating and Managing Retail Store Teams.

UNIT – IV (9 Hours)

Compliance, Ethics, and Sustainability in Retail, Legal and Regulatory Compliance in Retail, Ethical Practices in Retail Operations, Sustainable Retailing and Corporate Social Responsibility.

Essential/recommended readings

1. "Retail Management: A Strategic Approach" by B. Rajagopal.
2. "Indian Retail: Evolving Growth Strategies and Future Prospects" by Shoppers' Stop and R. Srinivasan.

Suggestive readings

1. "Retailing Management" by Swapna Pradhan.
2. "Retail Marketing Management" by Nisha and Swapna Pradhan.
3. "Strategic Retail Management: Text and International Cases" by Amitabh Mishra and Piyush Kumar Sinha.

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