

Bachelor of Vocation - Retail Management & IT course (Semester-7)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-5 Business Development in Retail Sector

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-5 Business Development in Retail	4	3	1	0	N/A	N/A

Learning Objectives

By the end of this course, students should be able to understand the fundamentals of strategic management and its significance in the retail sector. Analyze the internal and external environments of retail firms to identify opportunities and challenges. Formulate and evaluate retail strategies that align with the organization's vision and mission. Implement and manage strategic initiatives to achieve sustainable competitive advantage.

Learning outcomes

By studying this course, students will be able to:

1. Create a comprehensive strategic plan for a retail organization.
2. Analyze and interpret retail industry trends and developments.
3. Apply strategic management frameworks to solve retail-related business problems.
4. Assess and critique the strategic decisions of retail companies.
5. Demonstrate effective communication skills in presenting strategic recommendations.
6. Collaborate in teams to develop and execute retail strategies.

SYLLABUS

Unit 1 (9 Hours)

Introduction to Retail Business Development: Overview of retail industry trends and challenges, Retail business models and types, Role of business development in retail; Internal Analysis in Retail, Customer Insights, Conducting market research in retail; Market target and segmentation- Identifying target markets and customer segments, Understanding customer behavior and preferences.

Unit 2 (12 Hours)

Strategic analysis- External Analysis in Retail: SWOT analysis, PESTEL analysis, Competitor Analysis, Value chain analysis for retail firms, Industry analysis and Porter's Five Forces, Retail

Strategy Formulation, Corporate, business, and functional-level strategies, Differentiation vs. cost leadership in retail, Strategies for international expansion.

Unit 3 (12 Hours)

Retail Strategy Implementation: Organizational structure and design, Strategic control and performance measurement, Strategy execution, Strategic leadership in retail firms, Managing strategic change in the retail industry, Technology and Innovation in Retail, Digital transformation in retail, Omni-channel retailing.

Unit 4 (12 Hours)

Retail formats: store-based vs. non-store-based, Franchising and licensing in retail, Market entry strategies for international retail expansion; Customer Experience and Brand Positioning in Retail, Retail branding and positioning strategies, Loyalty programs and customer relationship management, Data-Driven Decision Making in Retail, Retail analytics and data management.

Essential/recommended readings

1. Retail Management: A Strategic Approach" (2019) by Swapna Pradhan
2. "Retail Management: Concepts and Techniques" (2020) by Piyush Kumar Sinha and Dwarika Prasad Uniyal
3. "Retailing Management" (2021) by Levy, Weitz, Grewal, and Kapoor

Suggestive readings

1. "Strategic Retail Management: Text and International Cases" (2017) by Joachim Zentes, Dirk Morschett, and Hanna Schramm-Klein
2. "Retailing Management" (2023) by Michael Levy and Barton A. Weitz
3. "The New Rules of Retail: Competing in the World's Toughest Marketplace" (2010) by Robin Lewis and Michael Dart

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