

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

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE -5 Merchandise Planning

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 Merchandise Planning	4	3	1	0	N/A	N/A

Learning Objectives

Upon completion of this course, students will be able to understand the concept of merchandise planning and its significance in retail operations. Analyze market trends, consumer behavior, and external factors influencing merchandise planning decisions. Develop skills in assortment planning and product selection to meet customer demands.

Learning outcomes

By studying this course, students will be able to:

1. Demonstrate a comprehensive understanding of merchandise planning principles and their application in retail settings.
2. Analyze and interpret market data, customer insights, and external factors to make informed merchandise planning decisions.
3. Create effective merchandise assortment plans based on market demands, seasonality, and target audience preferences.
4. Implement inventory management techniques to minimize stockouts and overstock situations while optimizing cash flow.

Syllabus

Unit-1 (12 Hours)

Introduction to Merchandise Planning, Definition and importance of merchandise planning in retail, Merchandise planning process and its components, Market Analysis and Consumer Behavior, Analyzing market trends and competitors, Understanding consumer behavior and preferences, Identifying factors influencing buying decisions.

Unit-2 (9 Hours)

Assortment Planning and Product Selection, Creating merchandise categories and subcategories, Product lifecycle management, Assortment optimization techniques.

Unit-3 (12 Hours)

Inventory control methods (ABC analysis, EOQ, safety stock), Inventory forecasting and demand planning, Pricing Strategies and Promotional Planning, Pricing tactics (cost-based, value-based, and competitive-based), Promotions and discounts in merchandise planning, Seasonal and event-based promotions.

Unit-4 (12 Hours)

Utilizing data for merchandise decision-making, Introduction to merchandise planning software and tools, Demand forecasting techniques, Performance Evaluation and Adjustment, Key performance indicators (KPIs) for merchandise planning, Evaluating merchandise plan effectiveness.

Essential/recommended readings

1. "Retail Management: A Strategic Approach" by B. Pattnaik and P. R. Kumar
2. "Merchandising Mathematics for Retailing" by Cynthia R. Easterling and Ellen L. Flottman
3. "Retailing Management: Text and Cases" by Swapna Pradhan

Suggestive readings

1. "Merchandising Mathematics for Retailing" by Cynthia R. Easterling and Ellen L. Flottman
2. "Fashion Buying: From Trend Forecasting to Shop Floor" by Dimitri Koumbis
3. "The New Rules of Retail: Competing in the World's Toughest Marketplace" 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.