

# Bachelor of Vocation - Retail Management & IT course (Semester-8)

## Undergraduate Curriculum Framework 2022(UGCF)

### DISCIPLINE SPECIFIC ELECTIVE –DSE-6 Retailing in India- Growth & Challenges

#### 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-6 Retailing in India- Growth & Challenges	4	3	1	0	N/A	N/A

#### Learning Objectives

Upon completion of this course, students will be able to understand the evolution and current status of the retail sector in India. Identify the factors contributing to the growth of the Indian retail industry. Analyze the challenges faced by retailers and the broader retail ecosystem. Evaluate the impact of technology and digitalization on retailing in India.

#### Learning outcomes

By studying this course, students will be able to:

1. Describe the historical development and transformation of the retail industry in India.
2. Analyze the key drivers that have led to the growth of organized and unorganized retail in the country.
3. Identify the major challenges faced by retailers, including supply chain issues, competition, and changing consumer behavior.
4. Discuss the impact of e-commerce and digital disruption on traditional retail models.

#### Syllabus

##### Unit -1 (10 Hours)

Growth Drivers of Indian Retail, Rise of the middle class and increasing disposable income, Urbanization and changing consumer lifestyles, Demographic dividend and youth population, Technological advancements and digitalization.

##### Unit -2 (11 Hours)

E-commerce and its impact on traditional retail, Challenges Faced by Indian Retailers, Supply chain and logistics issues, Intense competition and pricing pressures, Regulatory hurdles and licensing requirements, Consumer preferences and brand loyalty.

### **Unit-3 (12 Hours)**

Role of Government Policies in Retail Growth, FDI regulations and its impact on the sector, Goods and Services Tax (GST) and its implications, Retail trade reforms and liberalization, Technology and Digital Transformation in Retail, Data analytics and personalized marketing, Inventory management and AI-driven solutions.

### **Unit-4 (12 Hours)**

Future Trends and Opportunities, Emerging retail trends in India and globally, Opportunities in niche markets and regional retailing, Sustainable and socially responsible retail practices, Social and Economic Impact of Retail Growth, Employment generation, Impact on traditional mom-and-pop stores, Effects on local economies and small-scale industries.

### **Essential/recommended readings**

1. "The Retail Revolution in India" by Rajiv Lal and Arar Han
2. "Indian Retail Industry: Past, Present & Future" by Dr. C.S. Mukundan
3. "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart

### **Suggestive readings**

1. "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans
2. "Retail Marketing Management" by David Gilbert
3. "Retailing Management" by Michael Levy and Barton A. Weitz

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