

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
I Semester
PAPER-I
MARKETING MANAGEMENT

Max. Marks: 100

Course Outcome:

On successful completion of the course students can:

CO1: Learn the functions of management.

CO2: Understand the dynamics of marketing in business.

CO3: Analyze the market based on segmentation and Make decision on Product Mix

CO4: Understand the importance of pricing and promotion function in the entire chain of marketing.

CO5: Analyze the factors influencing the choice of channels

Unit –I

Management -Meaning, Definition of Management, Features, Functions, Functional areas of Management.

Unit- II

Marketing – Meaning, Definitions, Nature, Scope, Importance, Functions of Marketing, Differences between Market and Marketing, Marketing and Selling, Marketing concepts, Marketing Management – Meaning, Definition, Objectives, Importance and Functions.

Unit- III

Market Segmentation – Meaning, Importance, Advantages, Bases for Segmentation. Marketing Mix- Meaning and definition, Elements of Marketing Mix - Meaning, New Product Development and Stages of Product Life Cycle

Unit -IV

Pricing – Methods of Pricing – Factors influencing Pricing – Pricing policies and Strategies, Objectives of pricing policy. Advertising– Meaning, Essentials of good Advertising, Kinds of advertising, Advertising media and E- advertising.

Unit- V

Channels Of Distribution (only consumer goods) –Types of channels, Factors influencing the choice of Channels. Retailing –Meaning, Definition, Features, Objectives and Types of retailers.

Suggested Readings:

1. Marketing Management - Philip Kotler

2. Marketing Management – Sontaki
3. Marketing Management - C B Gupta

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
II Semester
PAPER-II
RETAIL MANAGEMENT

Max. Marks : 100

Course Outcome:

On successful completion of the course students can:

CO1: Understand the concepts of effective retailing.

CO2: Analyze the evolution of retail industry.

CO3: Understand the traditional base for retailing in India and know the status of retailing in India.

CO4: Possess the knowledge of various key sectors of Indian retail.

CO5: Aware about the global retailing concept.

Unit-I

Overview of Retailing - Introduction, Meaning, Importance, Types, Global Retail market, Functions, Problems, Channel member, World of retailing.

Unit-II

Theories- Evolution, Developments, Theories, Concepts of life cycle, Retail formats, Service retail.

Unit -III

Retail in India- Organized retail, Evolution, Traditional model, Drivers of retail change in India-size of retail.

Unit -IV

Key Sectors in Indian Retail- Food retail, Food service, Apparel, Consumer durables, Foot wares, Jeweler, Watches, and Pharmaceuticals- challenges.

Unit- V

Global Retailing- World's largest retailers, Retail in US, Europe, Asia pacific and other Countries.

Suggested Readings:

1. Retail Management –U C Mathur
2. Retail Management – Suja Nair
3. Retail Management - OXFORD
4. Retail Management – Swapna Pradhan

CAREER ORIENTED COURSE
RETAIL MANAGEMENT
III Semester
PAPER-III
RETAIL STRATEGIES AND MERCHANDISING

Course Outcome:

On successful completion of this course the students are able to:

CO1: Understand the concept of Retail Consumer

CO2: Identify and use of business models and strategies in retail

CO3: Learn in details about Store Location

CO4: Understand the concept of Retail Merchandising

CO5: To acquire knowledge about Concept of Merchandising plan and retail pricing

Unit- I

Retail Consumer- Meaning, need, Characteristics of consumer behavior in retail, factors influencing retailers, consumer decision making process. Market research for understanding retail consumer.

Unit -II

Retail Strategies-Meaning, business models, retail strategy process, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

Unit -III

Store Site Location- Meaning, Importance of Retail locations, types, steps, methods of evaluating, FDI-need, benefits, franchising in India- internationalization of retail, Challenges faced by the retail sector.

Unit -IV

Retail Merchandising- Meaning, evaluation, factors, Types of Retail Merchandising, Functions of Merchandising Manager, role and responsibilities of buyer, Merchandise performance. Different types of buying-chain stores-single, non-stores.

Unit -V

Merchandising Plan-Meaning, implications, types, hierarchy, process, technology tools and merchandising planning. Retail Pricing -elements, determining factors and strategies.

Suggested Readings:

- 1) Retail Management –U C Mathur
- 2) Retail Management – Suja Nair
- 3) Retail Management - OXFORD
- 4) Store Management - Reuben Ray

CAREER ORIENTED COURSE

RETAIL MANAGEMENT

IV Semester

PAPER IV

MANAGEMENT OF RETAIL

Course Outcome:

On successful completion of this course the students are able:

- CO1:** Understand the concept HRM in retailing
- CO2:** To learn about the Concept of store operations
- CO3:** Understand the legal and ethical aspects
- CO4:** To acquire knowledge about store design
- CO5:** To learn the Concept of Retail Infrastructure and SCM

Unit- I

Human Resource Management in Retail- Meaning, importance, organization structure, types of employment, HR Challenges in Organized Retail, Different personnel functions of a sales manager.

Unit- II

Store Operations- Meaning, Objectives, Responsibilities of Store Administrator, Role of Housekeeping Staff in a Store, Parking Space Problem at Retail Centers, customer service and merchandising- budgeting and planning, personnel, legal compliance-5's of retail operations.

Unit- III

Legal and Ethical Aspects-People and operations, ethical issues, green retailing, issues and challenges in green retailing, certificates.

Unit- IV

Store Design-Concepts, objectives, advantages, principles, elements, visual merchandising, tools, common errors, futures.

Unit- V

Retail Infrastructure- Indian Market scenario, factors to be considered before setting up a mall, future. SCM-Meaning, need, process, issues, recent trends in SCM.

Suggested Readings:

1. Retail Management- Levy Writz Pandit
2. Retail Management- Swapna Pradhan
3. Retail Management- Sajal Gupta
4. Retail Management-Gurupreet Randhawa

**CAREER ORIENTED COURSE
RETAIL MANAGEMENT
V Semester
PAPER V
CUSTOMER RELATIONSHIP MANAGEMENT**

Max.Marks:100

Course Outcomes:

On successful completion of this course the students are able to:

CO1: Familiarize the students to understand the concept of CRM & how it applies to the retail sector

CO2: Familiarize the students about CRM Strategies in retailing.

CO3: Understand in depth the Concept of CRM.

CO4: Learn in depth about the value-based Consumer retention Strategies.

CO5: Understand the ethical & legal issues in CRM.

Unit- I

Customer Relationship Management- Definitions, Meaning, Importance, Elements, Dynamics of customer, Supplier relationships.

Unit -II

Origin- Evolution of CRM in India, Types of CRM, CRM Process, CRM and Customer service-CRM product market.

Unit - III

Customer Data- Meaning, identifying information, Retail analysis, Identifying best customer.

Unit - IV

Developing CRM Programmes- Customer retention strategies, Value and built customer loyalty, Converting good customer in to best customer.

Unit -V

Implementation- Process, Ethics and legality issues, Data warehousing and Data mining, Developing relationship orientation, Customer centric marketing and process.

Suggested Readings:

- 1) Retail Management- Levy Writz Pandit
- 2) Retail Management- Swapna Pradhan
- 3) Retail Management- Sajal Gupta
- 4) Retail Management-Gurupreet Ran

**CAREER ORIENTED COURSE
RETAIL MANAGEMENT
VI Semester
PAPER VI
RETAIL MARKETING TRENDS**

Max. Marks : 100

Course Outcomes:

On successful completion of this course the students are able to:

CO 1: Understand the cases relating to retail marketing.

CO 2: Learn about recent trends, issues and challenges in retail marketing.

CO 3: Gain the knowledge about investment in retail regarding FDI.

CO 4: Understand the knowledge about the role of personal selling process.

CO 5: Learn about the role of technology in retail.

Unit - I

Role of Technology in Retail- Needs, UPC, factors affecting the use of technology, applications, internet retailing-mobile commerce.

Unit - II

Retail Marketing and Branding- Role, marketing mix, STP approach, retail image, retail communication mix, branding retail.

Unit - III

Servicing the Retail Customers - Importance, retail strategy, measuring the gaps in service, role of personal selling, retail selling process.

Unit - IV

FDI in Retail - Meaning, importance, investments in retail, implications and advantages.

Unit -V

Issues and Challenges in Retailing-Problems, retail mall, vacant report- reasons, measures.

Case Studies:

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|------------------------------|--------------------------------|
| 1) Food Malls- KFC, US Fizza | 3) Malls- Big Bazaar, Reliance |
| 2) Sports Malls –Decathlon | 4) Pharmacy-Apollo, Med plus. |

Suggested Readings:

- 1) Retail Management- Levy Writz Pandit
- 2) Retail Management- Swapna Pradhan
- 3) Retail Management- Sajal Gupta
- 4) Retail Management-Gurupreet Randhawa