

17BB311-RETAILING MANGEMENT

Course Objective:

To facilitate the students about the concepts of Retailing through cases so that interested students can choose retailing as their career.

Course Outcomes: At the end of the course students should be able to understand

- Modern Retailing Concepts and will able to link it to cases to understand the present Retailing Trends.
- Shopping environment, retail formats, functions, retail operation and promotion.

UNIT - I

Introduction to Retail Management - Meaning of Retail & Retailing, functions, theories of retailing, e-tailing, structure of Indian and global retailing, service retailing, Rural retailing.

UNIT – II

Types of Retailers and Retail formats- Multichannel Retailing and ownership structures in Retail- Customer Buying Behaviour and Retail Strategies- Measuring Financial and Operational Performance in Retail Business

UNIT – III

Store Location and Site Analysis- Merchandising Procurement and Store Brands- Category Management- Pricing in Retail- Hiring and Managing Human Resources in Retail Organizations.

UNIT – IV

Store Layout, Design and Visual Merchandising- Promotional Mix in Retailing- Key Store Operations and Inventory Management.

UNIT – V

Supply Chain Management and Logistics in Retail- Customer Retention- Customer Loyalty, CRM and Customer Services

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. To collect information regarding some of the major retail brand names in the world.
2. To study the advantages and disadvantages in the retail sector.

3. To study the role of malls in retail marketing.
4. A report to be made on industries directly dependent on different modes of transport systems in India.
5. Changes in retail chain management.

TEXT BOOKS

1. Piyush Kumar Sinha, Dwarika Prasad Uniyal, Managing Retailing, 2nd Edition, Oxford, 2012.
Journals: Indian Journal of Marketing, MICA Communications Review.
2. Madaan KVS, Fundamentals of Retailing, Tata McGraw Hill, 2009.

REFERENCE BOOKS:

1. Lusch, Dunne, Carver, Introduction to Retailing, 7th Edition, Cengage Learning, 2013.
2. Suja Nair, Retail Management, Himalaya Publication House, 2012.
3. Aditya Prakash Tripathi, Noopur Agrawal, Fundamentals of Retailing (text and cases), Himalaya Publication House, First Edition, 2009.
4. Swapna Pradhan, Retail Management-Text & Cases, TMH, 2013.
5. Dr. Harjit Singh, Retail Management a global perspective text and cases, S.Chand, 2011.
6. Michael levy, Barton Weits, Ajay Pundit, Retailing Management, McGraw-Hill, 2011.
7. Arif sheikh, Kaneez Fatima, Retail Management, Himalaya Publication House-2012.
8. Chetan Bajaj, Rajnish tuli, Nidhi Varma ,Srivastava, Retail Management, 2nd edition, oxford, 2012.
9. David Gilbert, Retail Marketing Management, 2nd edition, Pearson, 2013.
10. Shridhar Bhat, Supply Chain Management, HPH, 2012
11. Amit Sinha, Supply Chain Management, TMH, 2012