

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
3	MBA-413	Retail Management	Elective	4	4	0	0	30	70	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Understand the evolution of retail management and its impact on the economy.
CO2	Analyze the parameters for retail store location, design, and layout.
CO3	Comprehend the various pricing strategies used in retail business houses
CO4	Design sample retail strategies using the retail communication strategies.
CO5	Analyze the recent technology trends and their impact on retail management.

Detailed Syllabus

Unit I:

Introduction to Retail Management: Importance and Scope of Retailing, Retailers role in Marketing system, Evolution of Retail, The Wheel of Retailing, The Retail Life Cycle, Retail Sector in India- Size, Drives of Retail changes, FDI in Retailing in Indian Context, Recent Trends in Retailing; Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager

Unit II:

Retail Institutions and Merchandising: Types of retail Institutions- By Ownership, By Store Based Strategy Mix, Web, Non-Store Based and other forms of Non-Traditional Retailing; Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising.

Unit III:

Design and Layout: Information Gathering and Processing in Retail , Choosing a Store Location- Trading Area Analysis, Rely's Law, Huff's Law, Site Selection-Types of Locations and Site Evaluation, Store Design and Layout , Operating a Retail Business , operating a Retail Business, visit to major retail stores in the vicinity.

Unit IV

Retail Pricing and Promotion Mix: Factors affecting Retail Price Strategy, developing a Retail Price Strategy, Demand Oriented pricing, Cost oriented pricing, Competition Oriented Pricing, Elements of Retail Promotional Mix- Advertising, Sales Promotion, Personal Selling and Public Relations.

Unit V:

Trends in Retail: Retail Management Information system, Retail Audits, E- Retailing, Global Retailing, Local Retailing, Legal and Ethical issues in Retailing; Visual Merchandising, Augmented Reality., Artificial Intelligence in Retail, Robotic Automation, Voice Commerce through Case studies in Retail.

Textbooks:

S. No	Name of the Books	Name of Author	Publisher Name	Edition&Pub.Yr
1.	Retail Management	Michael Levy & Barton Weitz & Ajay Pandit	Mc Graw Hill Education	8 th (2017)
2.	Retail Management: A strategic Approach	Joel R. Evans and Barry R. Berman	Pearson Education	13 th (2017)

Reference Books:

S. No	Name of the Books	Name of Author	Publisher Name	Edition& Pub Yr.
1	, Managing Retail	Piyush Kumar Sinha & Dwarika Prasad Unniyal,	Oxford University Press	3rd (2018)