



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

Kot Bhalwal, Jammu

COURSE HANDOUT

RETAIL MANAGEMENT (MBA-413)

MBA-4TH SEMESTER

ACADEMIC YEAR (2023-24)

Dr Ankita Nanda

Associate Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

KotBhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

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

(12 Hours)

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

(8 Hours)

Unit-III

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

(10 Hours)

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

(8 Hours)

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

(8 Hours)

Textbooks

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



COURSE PLAN		
Unit-I Introduction to Retail Management		
S.No	Topics	Recommended Books
1	Importance and Scope of Retailing	Book 1, Ch.1
2	Retailers' role in Marketing system	Book 1, Ch.1
3	Evolution of Retail	https://www.citeman.com/7376-evolution-of-retail-in-india.html
4	The Wheel of Retailing	https://theinvestorsbook.com/wheel-of-retailing.html
5	The Retail Life Cycle	https://swotandpestleanalysis.com/what-is-retail-life-cycle-theory-four-stages-example/
6	Retail Sector in India- Size, Drives of Retail changes	https://www.ibef.org/industry/retail-india
7	FDI in Retailing in Indian Context	https://testbook.com/ias-preparation/fdi-in-retail#:~:text=FDI%20in%20the%20retail%20trading,in%20the%20retail%20trading%20sector
8	Recent Trends in Retailing	https://www.mulesoft.com/resources/api/to-p-retail-industry-trends
9	Retail as a Career: Various Career Options	Book 1, Ch.1
10	Responsibilities of Store Manager	https://managementstudyguide.com/roles-responsibilities-of-store-manager.htm
11	Functions of Merchandising Manager	https://www.zipppia.com/merchandising-manager-jobs/what-does-a-merchandising-manager-do/
Unit-II Retail Institutions and Merchandising		
12	Types of retail Institutions- By Ownership, By Store Based Strategy Mix, Web, Non-Store Based and other forms of Non-Traditional Retailing	Book 1, Ch.2
13	Merchandising: Concept and Merchandising Planning Process	https://www.ppms.in/blog/merchandise-planning-an-essential-step-to-make-retail-business-profitable/
14	Retail Branding	https://www.simpsongroup.co.uk/blog/the-importance-of-retail-branding/
15	Merchandising Buying	https://www.yourarticlelibrary.com/retailin-g/merchandise-buying-and-handling-process-6-stages/48212
16	Visual Merchandising	https://www.contravision.com/visual-merchandising-importance/
Unit-III Design and Layout		
17	Information Gathering and Processing in Retail	Book 2, Ch.8
18	Choosing a Store Location- Trading Area Analysis	Book 2, Ch.9
19	Relly's Law, Huff's Law	Book 2, Ch.9
20	Site Selection-Types of Locations and Site Evaluation	Book 2, Ch.10
21	Store Design and Layout	Book 1, Ch.17



22	Operating a Retail Business	Book 2, Ch.13
Unit-IV Retail Pricing and Promotion Mix		
23	Factors affecting Retail Price Strategy	Book 2, Ch.17
24	Developing a Retail Price Strategy	Book 2, Ch.17
25	Demand Oriented pricing	Book 2, Ch.17
26	Cost oriented pricing	Book 2, Ch.17
27	Competition Oriented Pricing	Book 2, Ch.17
28	Elements of Retail Promotional Mix- Advertising, Sales Promotion, Personal Selling and Public Relations	Book 2, Ch.19
Unit-V Trends in Retail		
29	Retail Management Information system	https://courses.lumenlearning.com/wm-retailmanagement/chapter/information-systems-in-a-changing-retail-industry/
30	Retail Audits	Book 2, Ch.20
31	E- Retailing	https://www.investopedia.com/terms/e/electronic-retailing-e-tailing.asp
32	Global Retailing	https://theinvestorsbook.com/global-retailing.html
33	Local Retailing	https://www.lawinsider.com/dictionary/local-retailer
34	Legal and Ethical issues in Retailing	https://theintactone.com/2018/04/23/rm-u4-topic-7-legal-ethical-issues-in-retailing/
35	Visual Merchandising	Book 1, Ch.17
36	Augmented Reality	https://www.techtarget.com/whatis/definition/augmented-reality-AR
37	Artificial Intelligence in Retail	https://www.intel.com/content/www/us/en/retail/solutions/ai-in-retail.html
38	Robotic Automation	https://marutitech.com/rpa-in-retail/
39	Voice Commerce	https://www.shopify.com/in/retail/voice-shopping-what-retailers-need-to-know

ADDITIONAL WEB RESOURCES

1.	MOOC: Retail Marketing Strategy https://www.coursera.org/learn/wharton-retail-marketing-strategy
2.	Harvard Publishing Course Pack Link: https://hbsp.harvard.edu/coursepacks/1145202



GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:05 PM - 12:55 PM)
Friday (12:05 PM - 12:55 PM)
- **Contact Information**
ankita.mba@mietjammu.in