



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of MBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Retail Management
2.	Course Code	MBA-413
3.	Academic Year	2024-25
4.	Semester	4 th
5.	Number of Lesson plans	44
6.	Faculty Assigned	Dr Ankita Nanda

Faculty Signature



Lesson Plan No. 1	Course Name: Retail Management Topic: Introduction to Retail	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Explain an Overview of the Retail Industry in India b. Define Retail Management and explain its importance in the business world. c. Understand the scope of Retail Management in terms of functions and responsibilities. d. Analyze the impact of effective Retail Management on business success
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What is the contribution of Retail Sector to the GDP? How much does the Retail Sector contribute towards Employment? What do understand by the term Retail Management? - Present an Overview of Retail Industry in India. - Introduce the formal concept of Retail Management <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - a. Definition and Importance of Retail Management - Discuss the role and importance of Retail Management in business. - b. Scope of Retail Management Store Management Vendor Management Category Management Customer Relationship Management Supply Chain Management Inventory Management - c. Present the various functions and responsibilities within Retail Management. - Provide examples of different types of retail businesses (e.g., brick-and-mortar, e-commerce, organised and unorganised retail). - Discuss how effective retail management positively influences customer satisfaction and business success. <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none"> -Ask students to pen down their favourite retail experiences and discuss.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.retaildive.com/3. Homework Ask students to research and present a brief analysis of a retail business of their choice for the next class. Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion <ul style="list-style-type: none">• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2	Course Name: Retail Management Topic: Role of Retailer in the Marketing system	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Define the role of a retailer in the marketing system. b. Explain the significance of retailers in the marketing ecosystem. c. Analyze real-world examples of successful retail marketing strategies. d. Understand the scope of Retail Management in terms of functions and responsibilities. e. Compare and contrast the roles of retailers in different types of markets (e.g., B2C, B2B).
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk
Teaching Development	1. Introduction (5 minutes) - Ask questions. What do you mean by the word Retailer What do understand by the term Marketing System - Retailers Role in the Supply Chain - Development (30 minutes) - Discuss the importance of retailers in connecting producers to consumers. - Define the role of a retailer and outline their primary functions. - Function of breaking bulk - Function of creating place utility - Stocking Varieties of goods - Providing credit facilities to customers - Providing information to customers and wholesalers - Estimating the demand and arranging the purchase of the product - Acting as consumer's agent - Marketing functions - Connecting link - Discuss the intermediary role of retailers in the distribution channel. - Provide examples of how retailers influence product development and marketing strategies. - Exercise (5 minutes) – - Quick brainstorming session: Ask students to list three key responsibilities of retailers in the marketing system. - Think, Pair and share: Have students discuss their lists with a partner, identifying commonalities and differences



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://openstax.org/books/principles-marketing/pages/18-1-retailing-and-the-role-of-retailers-in-the-distribution-channel <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer.</p> <ul style="list-style-type: none">• Quiz: Provide a brief quiz covering key concepts discussed in the class. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3	Course Name: Retail Management Topic: Evolution of Retail	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Recall key milestones and developments in the evolution of retail.b. Identify the major shifts in consumer behavior that influenced retail evolution.c. Explain the impact of technological advancements on the evolution of retail.d. Evaluate historical trends to current retail practices.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talk
Teaching Development	<ul style="list-style-type: none">- 1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask question. Are you aware of the initial emergence of Retail?- Provide a brief history of retail from ancient marketplaces to medieval fairs.- Highlight key developments in retail during the industrial revolution and the rise of department stores.- Development (30 minutes)<ul style="list-style-type: none">- Provide a brief history of retail from ancient marketplaces to medieval fairs.- Highlight key developments in retail during the industrial revolution and the rise of department stores.- Discuss the impact of suburbanization and the rise of shopping malls.- Explore the role of technology, such as the introduction of barcodes and computerized inventory systems.- Examine the influence of e-commerce and online retail on traditional brick-and-mortar stores.- Discuss the role of technology in reshaping consumer expectations and behaviors.- Highlight recent trends such as omnichannel retailing, experiential shopping, and sustainable practices.- Discuss the role of data analytics and artificial intelligence in shaping the future of retail.- Exercise (5 minutes) –<ul style="list-style-type: none">- Peer review: Groups share their timelines with the class, discussing the significance of each milestone.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.coursesidekick.com/management/study-guides/wmopen-retailmanagement/the-evolution-of-retail3. Homework<ul style="list-style-type: none">- Task students with researching and presenting a case study on a retailer that successfully adapted to a significant shift in retail trends.Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion <ul style="list-style-type: none">- Reflection: Ask students to write a brief reflection on how the evolution of retail has influenced their own consumer behavior. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4	Course Name: Retail Management Topic: Wheel of Retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand Wheel of Retailing concept b. Articulate stages of the Wheel of Retailing (Entry Level, Trading-Up, Vulnerable Stage, Decline). c. Analyse real-world examples of retailers within the Wheel of Retailing framework. d. Evaluate the implications of the Wheel of Retailing for retail strategy.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What do you know about the Retail Industry? What are the different types of retail businesses and the factors that contribute to their success? Introduce the topic of the Wheel of Retailing as a concept that describes the evolutionary process of retail firms. Explain the importance of understanding the Wheel of Retailing for retail managers and marketers. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Define the Wheel of Retailing as a theory that describes how retail firms evolve over time. - Discuss the four stages of the Wheel of Retailing - Entry Level: Retailers enter the market with low prices, limited services, and basic facilities. - Trading-Up: Successful retailers add services, enhance quality, and improve facilities, leading to higher prices. - Vulnerable Stage: Retailers at this stage face increased competition and may lose their competitive edge. - Decline: Retailers experience declining sales and profitability due to increased competition and changing consumer preferences. - Present real-world examples and case studies of retailers that illustrate each stage of the Wheel of Retailing. - Discuss the implications of the Wheel of Retailing for retail strategy: <ul style="list-style-type: none"> - Entry Level: Focus on cost leadership, efficient operations, and building customer base. - Trading-Up: Invest in enhancing quality, adding services, and improving customer experience.



	<ul style="list-style-type: none">- Vulnerable Stage: Innovate to maintain competitive advantage, consider strategic partnerships, or diversify offerings.- Decline: Evaluate options such as restructuring, repositioning, or exiting the market. <p>3. Exercise (5 minutes) – -Divide the students into small groups and assign each group a case study of a retailer at a different stage of the Wheel of Retailing. Instruct the groups to analyse the case study and propose a retail strategy based on the retailer's position in the Wheel of Retailing.</p>
Closure	<ol style="list-style-type: none">1. Summarize the key concepts covered in the lesson2. Encourage students to reflect on how the Wheel of Retailing concept can inform their understanding of retail businesses and their strategies.3. Suggested Reading https://theinvestorsbook.com/wheel-of-retailing.html <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion</p> <ul style="list-style-type: none">• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 5	Course Name: Retail Management Topic: Retail Lifecycle	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Define the concept of the retail lifecycle. b. Describe the stages of the retail lifecycle. c. Analyse real-world examples of retailers within the retail lifecycle framework. d. Evaluate the implications of the retail lifecycle for retail strategy. e. Propose potential strategies for retailers based on their position in the retail lifecycle.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What do you mean by the word Retail Life Cycle? How do retail businesses evolve over time? -Define the retail lifecycle as a theory that describes the stages experienced by retail businesses <p>Development (30 minutes)</p> <ul style="list-style-type: none"> - a. Discuss the typical stages of the retail lifecycle: <ul style="list-style-type: none"> - Introduction: Retailers establish themselves in the market, often with unique products or services - Growth: Retailers experience rapid expansion, increased market share, and rising profits - Maturity: Retailers reach a stable phase with slower growth, intense competition, and market saturation. - Decline: Retailers experience declining sales and profitability due to changing consumer preferences, increased competition, or external factors. - b. Present real-world examples and case studies of retailers that illustrate each stage of the retail lifecycle. - Encourage students to analyze how different retailers have progressed through the stages and the strategies they've employed at each stage. - Estimating the demand and arranging the purchase of the product <p>c. Discuss the implications of the retail lifecycle for retail strategy:</p> <ul style="list-style-type: none"> - Introduction: Focus on product differentiation, building brand awareness, and attracting early adopters. - Growth: Invest in expanding market reach, improving operational efficiency, and scaling up resources. - Maturity: Emphasize customer retention, diversification of product offerings, and cost management.



	<ul style="list-style-type: none">- Decline: Evaluate options such as restructuring, repositioning, or exiting the market.- Exercise (5 minutes) –- Divide the students into small groups and assign each group a case study of a retailer at a different stage of the retail lifecycle.- Instruct the groups to analyse the case study and propose a retail strategy based on the retailer's position in the retail lifecycle.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://swotandpestleanalysis.com/what-is-retail-life-cycle-theory-four-stages-example/ <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer.</p> <ul style="list-style-type: none">• Quiz: Provide a brief quiz covering key concepts discussed in the class. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 6	Course Name: Retail Management Topic: Retail Sector in India- Drivers of Retail	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Identify the key drivers of the retail sector in Indiab. Explain the impact of each driver on the retail industry.c. Analyze the interplay between different drivers and their implications for retail businesses.d. Evaluate the opportunities and challenges presented by the drivers of the retail sector in India.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talk
Teaching Development	<p>1. Introduction (10 minutes)</p> <ul style="list-style-type: none">- Ask questions. What do you about the significance of Retail Sector? How much is the contribution of Retail sector to the GDP and employment? Provide an overview of the retail sector in India, including its size, growth rate, and major players. Discuss the different formats of retail in India, such as organized retail, unorganized retail, e-commerce, etc. <p>Development (30 minutes)</p> <ul style="list-style-type: none">- Present the key drivers of the retail sector in India, which may include:<ul style="list-style-type: none">- Economic Factors: GDP growth, rising disposable income, urbanization, etc.- Demographic Factors: Population size, changing demographics, increasing middle-class population, etc.- Technological Factors: Adoption of e-commerce, digital payments, use of technology in supply chain management, etc.- Regulatory Factors: Government policies and regulations affecting the retail sector, such as FDI regulations, GST implementation, etc.- Regulatory Factors: Government policies and regulations affecting the retail sector, such as FDI regulations, GST implementation, etc.- Discuss the impact of each driver on the retail industry in India. For example, how economic factors like GDP growth and rising disposable income influence consumer spending patterns. <p>Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide the students into small groups and assign each group a driver of the retail sector in India.



	<ul style="list-style-type: none">- Instruct the groups to research and analyze the impact of their assigned driver on the retail industry, using real-world examples and data.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.ibef.org/industry/retail-india Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer.</p> <ul style="list-style-type: none">• Quiz: Provide a brief quiz covering key concepts discussed in the class. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 7	Course Name: Retail Management Topic: FDI In Retail in India	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Explain an Overview of the Retail Industry in India b. Define Retail Management and explain its importance in the business world. c. Understand the scope of Retail Management in terms of functions and responsibilities. d. Analyze the impact of effective Retail Management on business success
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What is the contribution of Retail Sector to the GDP? How much does the Retail Sector contribute towards Employment? What do understand by the term Retail Management? - Present an Overview of Retail Industry in India. - Introduce the formal concept of Retail Management <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Definition and Importance of Retail Management - Discuss the role and importance of Retail Management in business. - Scope of Retail Management Store Management Vendor Management Category Management Customer Relationship Management Supply Chain Management Inventory Management - Present the various functions and responsibilities within Retail Management. - Provide examples of different types of retail businesses (e.g., brick-and-mortar, e-commerce, organised and unorganised retail). - Discuss how effective retail management positively influences customer satisfaction and business success. <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none"> -Ask students to pen down their favourite retail experiences and discuss.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://scmspune.ac.in/assets/pdf/journal/First/First-Annual-Journal-2022-11.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion <ul style="list-style-type: none">• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 8	Course Name: Retail Management Topic: Recent Trends in Retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the recent trends shaping the retail industry. b. Analyze the impact of these trends on consumer behavior and retail businesses. c. Evaluate the strategies adopted by retailers to adapt to these trends. d. Apply knowledge of recent trends to develop innovative retailing strategies. e. Communicate effectively about the significance of staying updated with industry trends.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<p>1. Introduction (10 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What comes to mind when you think about the term 'retail'? Can you think of any recent changes you've noticed in how people shop? <p>2. Development (30 minutes)</p> <p>a. Overview of Recent Trends</p> <ul style="list-style-type: none"> - Present an overview of key trends in retailing, such as e-commerce dominance, personalized shopping experiences, sustainability, etc. - Provide examples and statistics to illustrate each trend. <p>b. Impact on Consumer Behavior</p> <ul style="list-style-type: none"> - Discuss how these trends have influenced consumer behavior, preferences, and expectations. - Explore case studies or examples of how consumers are responding to these trends. <p>c. Impact on Retail Businesses:</p> <ul style="list-style-type: none"> - Explain how these trends are impacting traditional brick-and-mortar stores and online retailers. - Discuss the challenges and opportunities faced by retail businesses in adapting to these trends. <p>d. Strategies for Adapting</p> <ul style="list-style-type: none"> - Present strategies adopted by retailers to adapt to these trends, such as omnichannel retailing, social commerce, etc. - Analyze the effectiveness of these strategies and their implications for retail businesses. <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none"> - Divide students into small groups and assign each group a recent trend in retailing.



	<p>Ask each group to brainstorm and develop an innovative retailing strategy based on the assigned trend. Have groups present their strategies to the class, encouraging discussion and feedback.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://squareup.com/us/en/the-bottom-line/series/foc/retail-trends <p>Homework Ask students to research and present a brief analysis of a retail business of their choice for the next class. Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion</p> <ul style="list-style-type: none">• Conduct a short Quiz• Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 9	Course Name: Retail Management Topic: Retail as a Career: Various Career Options	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Identify various career paths within the retail industry b. Understand the skills and qualifications required for different retail careers. c. Explore the opportunities for advancement and growth in retail careers. d. Analyze the impact of technology and trends on retail careers. e. Reflect on personal interests and strengths related to potential retail careers.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. Have you ever considered a career in retail? Why or why not? What do you think are some common misconceptions about working in retail? Present an overview of the various career paths in the retail industry <p>2. Development (30 minutes)</p> <p>a. Overview of Retail Careers:</p> <ul style="list-style-type: none"> - Present an overview of various career paths within the retail industry, such as retail management, merchandising, sales, customer service, marketing, etc. - Provide examples of different job roles and responsibilities within each career path. <p>b. Skills and Qualifications</p> <ul style="list-style-type: none"> - Discuss the skills and qualifications required for different retail careers, such as communication skills, customer service skills, leadership abilities, etc. - Provide examples of how students can develop and strengthen these skills through education, training, and work experience. <p>c. Opportunities for Advancement:</p> <ul style="list-style-type: none"> - Explain the opportunities for advancement and career growth within the retail industry. - Discuss the potential for promotions, management positions, and entrepreneurial opportunities for individuals pursuing retail careers. <p>d. Impact of Technology and Trends:</p>



	<ul style="list-style-type: none">- Explore the impact of technology and recent trends on retail careers, such as e-commerce, data analytics, omnichannel retailing, etc.- Discuss how technology is reshaping job roles and creating new opportunities within the retail industry. <p>3. Exercise (5 minutes) – -One Minute Paper The students shall be asked to pen down the various opportunities for building retail career.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.indeed.com/career-advice/finding-a-job/careers-in-retailing <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion</p> <ul style="list-style-type: none">• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 10	Course Name: Retail Management Topic: Responsibilities of Store Manager	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Understand the role and responsibilities of a store manager in retail operations.b. Identify key skills and qualities required to be an effective store manager.c. Analyze the impact of store managers on business performance and employee morale.d. Evaluate strategies for managing store operations and personnel effectively.e. Apply knowledge of store management responsibilities to real-world scenarios.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talk
Teaching Development	<p>1. Introduction (10 minutes)</p> <ul style="list-style-type: none">- Ask questions. What do you think a store manager does on a daily basis? Why is the role of a store manager important in retail operations? Present an overview of the role of a store manager in retail operations <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">a. Overview of Store Management:<ul style="list-style-type: none">- Discuss the primary responsibilities of a store manager, including but not limited to:<ul style="list-style-type: none">- Staff management and scheduling- Inventory management- Customer service- Sales and revenue targets- Visual merchandising- Financial management- Compliance with company policies and proceduresb. Key Skills and Qualities:<ul style="list-style-type: none">- Identify and discuss key skills and qualities required to be an effective store manager, such as leadership, communication, problem-solving, decision-making, and customer focus.- Provide examples of how these skills and qualities are applied in various aspects of store management.c. Impact on Business Performance:<ul style="list-style-type: none">- Analyze the impact of store managers on business performance metrics such as sales, profitability, customer satisfaction, and employee turnover.



	<ul style="list-style-type: none">- Discuss the role of store managers in driving performance improvements and achieving business goals. <p>d.Strategies for Effective Store Management:</p> <ul style="list-style-type: none">- Present strategies and best practices for managing store operations and personnel effectively, such as:- Setting clear goals and expectations- Providing ongoing training and development- Implementing efficient workflows and processes- Creating a positive work environment- Handling customer complaints and feedback <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups and assign each group a case study or scenario related to store management.- Ask each group to analyze the situation and develop a plan of action for the store manager to address the challenges or opportunities presented.-Have groups present their plans to the class, encouraging discussion and feedback.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://smallbusiness.chron.com/functions-retail-store-manager-11932.html <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion</p> <ul style="list-style-type: none">• Short Quiz• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 11	Course Name: Retail Management Topic: Functions of Merchandising Manager	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the role and responsibilities of a merchandising manager in retail b. Identify key functions and tasks performed by merchandising managers. c. Analyze the impact of effective merchandising on retail sales and profitability. d. Evaluate strategies for planning and implementing merchandising initiatives. e. Apply knowledge of merchandising functions to real-world scenarios.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk c. Video Link
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. Have you ever wondered how products are selected and displayed in retail stores? What do you think is the role of a merchandising manager in a retail environment? Present an overview of the role of a merchandising manager in retail operations <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - a. Discuss the primary responsibilities of a merchandising manager, including: <ul style="list-style-type: none"> - Product selection and assortment planning - Pricing and markdown strategies - Inventory management - Visual merchandising and store layout - Vendor relations and negotiations - b. Key Functions of a Merchandising Manager: <ul style="list-style-type: none"> - Identify and discuss key functions and tasks performed by merchandising managers, such as: <ul style="list-style-type: none"> - Analyzing sales data and market trends - Developing merchandising strategies and assortments - Setting pricing and promotional strategies - Managing inventory levels and turnover - Creating visually appealing displays and signage - c. Impact on Retail Sales and Profitability: <ul style="list-style-type: none"> - Analyze the impact of effective merchandising on retail sales, profitability, and customer satisfaction.



	<ul style="list-style-type: none">- Discuss the role of merchandising managers in driving sales through strategic product placement, pricing, and promotion. <p>d.Strategies for Merchandising Management:</p> <ul style="list-style-type: none">- Present strategies and best practices for planning and implementing effective merchandising initiatives, such as:- Conducting market research and competitor analysis- Collaborating with cross-functional teams (e.g., marketing, operations)- Utilizing technology and data analytics for decision-making- Monitoring and adjusting merchandising strategies based on performance metrics <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none">-Divide students into small groups and assign each group a case study or scenario related to merchandising management. Ask each group to analyze the situation and develop a merchandising plan to address the challenges or opportunities presented. Have groups present their plans to the class, encouraging discussion and feedback.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.glassdoor.co.in/Career/merchandise-manager-career_KO0,19.htm
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion</p> <ul style="list-style-type: none">• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 12	Course Name: Retail Management Topic: Types of retail Institutions	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Identify and describe different types of retail institutions. b. Understand the characteristics and features of each retail institution type c. Analyze the advantages and disadvantages of different retail institution types. d. Evaluate the suitability of different retail institution types for specific products or markets. e. Apply knowledge of retail institution types to real-world examples.
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk c. Video Link
Teaching Development	1. Introduction (5 minutes) - Ask questions. What comes to mind when you think of different types of stores or shops? How do you think retail institutions differ from one another? 2. Development (30 minutes) a. Present an overview of the various types of retail institutions, including but not limited to: - Department stores - Specialty stores - Convenience stores - Supermarkets - Discount stores Discuss the distinguishing features and characteristics of each - b. Advantages and Disadvantages: - Analyze the advantages and disadvantages of different retail institution types from both the perspective of the retailer and the consumer. - Discuss factors such as pricing, assortment, convenience, and customer experience. c. Suitability for Products or Markets: - Evaluate the suitability of different retail institution types for specific products or markets. - Discuss examples of products or market segments that are well-suited for each retail institution type. 3. Exercise (5 minutes) – Video Link:



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Book By Levy Weitz, Ch 23. Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion <ul style="list-style-type: none">• Verbal Quiz• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 13	Course Name: Retail Management Topic: Retail Institutions by Ownership	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Define and classify retail institutions based on ownership structures. b. Understand the characteristics and features of different types of retail institutions based on ownership. c. Analyze the advantages and disadvantages of each type of retail institution ownership. d. Evaluate the impact of ownership on retail operations, pricing strategies, and customer experience. e. Apply knowledge of retail institution ownership to real-world examples.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. Do you know who owns your favorite retail stores? Have you ever thought about how ownership affects the way a store operates? Introduce the various types of retailers by ownership <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Define and classify retail institutions based on ownership <ul style="list-style-type: none"> - Independent retailers - Chain stores - Franchise retailers - Corporate retailers - Discuss the distinguishing features and characteristics of each type based on ownership. b. Characteristics and Features: <ul style="list-style-type: none"> - Describe the characteristics and features of each type of retail institution based on ownership, <ul style="list-style-type: none"> - Ownership structure and control - Brand consistency and standardization - Size and scale of operations - Flexibility in decision-making - Support and resources provided by the parent company. c. Advantages and Disadvantages: <ul style="list-style-type: none"> - Analyze the advantages and disadvantages of each type of retail institution ownership from both the perspective of the owner/franchisor and the consumer. - Discuss factors such as brand reputation, operational efficiency, pricing, and customer service.



	<p>d.Impact on Retail Operations:</p> <ul style="list-style-type: none">- Evaluate the impact of ownership on retail operations, including:- Supply chain management.- Inventory control.- Marketing and advertising- Employee training and development <p>3.Exercise (5 minutes) – -Think Pair and Share Give the students a list of companies and ask them to segregate on the basis of ownership</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.coursesidekick.com/marketing/1045793. Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer. Conduct Discussion</p> <ul style="list-style-type: none">• Briefly review key points covered in the class.• Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 14	Course Name: Retail Management Topic: Retail Institutions by Store Based Strategy Mix	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Define and classify retail institutions based on their store-based strategy mix. b. Understand the components of the store-based strategy mix in retail. c. Analyze how different components of the strategy mix impact retail institutions. d. Evaluate the effectiveness of various store-based strategy mixes in different retail contexts. e. Apply knowledge of store-based strategy mixes to real-world examples
Teaching Aids (if any)	a. Power Point Presentation b. Video Link
Teaching Development	1. Introduction (5 minutes) - Ask questions. Have you noticed how different retail stores have different strategies to attract customers? What factors do you think influence a store's success in the retail industry? Define and classify retail institutions based on their store-based strategy mix 2. Development (30 minutes) a. Define and classify retail institutions based on their store-based strategy mix, including: Convenience stores Specialty stores Department stores Discount stores Supermarkets Discuss the distinguishing features and characteristics. b. Components of Store-Based Strategy Mix: Present the components of the store-based strategy mix in retail, including: Merchandise assortment Pricing strategy Store location and layout Customer service Promotional activities c. Impact of Strategy Mix Components: Analyze how different components of the strategy mix impact



	<p>retail institutions, including: How merchandise assortment influences target market and positioning How pricing strategy affects perceived value and customer loyalty How store location and layout impact foot traffic and customer experience How customer service and promotional activities contribute to customer satisfaction and retention</p> <p>d. Effectiveness of Strategy Mixes: -Evaluate the effectiveness of various store-based strategy mixes in different retail contexts, considering factors such as target market, competition, and industry trends. -Discuss examples of successful retail institutions and their strategy mixes.</p> <p>3. Exercise (5 minutes) – -Divide students into small groups and assign each group a case study or scenario related to a specific retail institution and its store-based strategy mix. -Ask each group to analyze the situation and recommend potential improvements or adjustments to the store's strategy mix -Have groups present their recommendations to the class, encouraging discussion and feedback.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://binolectures.wordpress.com/2020/04/18/chapter-05-retail-institutions-by-store-based-strategy-mix/ Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Briefly review key points covered in the class. <p>Question and answer session to assess students' understanding Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 15	Course Name: Retail Management Topic: Non-Store Based Retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Define and classify non-store based retailing methods.b. Understand the characteristics and features of different types of non-store based retailing.c. Analyze the advantages and disadvantages of non-store based retailing methods.d. Evaluate the impact of technology on non-store based retailing.e. Apply knowledge of non-store based retailing to real-world examples.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talk
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions.- Can you think of any retail experiences that don't involve visiting a physical store?- How do you think technology has changed the way people shop?- Give an Overview of Non Store Retailing2. Development (30 minutes)<ul style="list-style-type: none">a. Non-Store Based Retailing<ul style="list-style-type: none">- E-commerce (online retailing)- Direct selling- Catalog retailing- Telemarketing- Discuss the characteristics and features of each method.b. Characteristics and Features<ul style="list-style-type: none">- Describe the characteristics and features of each non-store retail<ul style="list-style-type: none">-Accessibility and convenience for consumers-Ability to reach wider geographical areas- Personalized shopping experiences- Potential cost savings for retailers- Challenges related to customer service and returnsc. Advantages and Disadvantages:<ul style="list-style-type: none">-Analyze the advantages and disadvantages of non-store based retailing methods from both the perspective of the retailer and the consumer.-Discuss factors such as convenience, product variety, shipping costs, and returns policies.d. Impact of Technology:<ul style="list-style-type: none">-Evaluate the impact of technology on non-store based



	<p>retailing, including:</p> <ul style="list-style-type: none">-Advancements in e-commerce platforms and mobile shopping-Use of data analytics for personalized marketing and recommendations-Integration of virtual reality and augmented reality for immersive online shopping experiences <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none">-Ask the student to Summarize the topic discussed in class
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.marketingtutor.net/non-store-retailing/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 16	Course Name: Retail Management Topic: Other forms of Non Traditional Retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Define and identify various forms of non-traditional retailing b. Understand the characteristics and features of different non-traditional retailing methods. c. Analyze the advantages and disadvantages of non-traditional retailing methods. d. Evaluate the impact of non-traditional retailing on consumer behavior and the retail industry. e. Apply knowledge of non-traditional retailing to real-world examples.
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk
Teaching Development	1. Introduction (5 minutes) - Ask questions. - Can you think of any retail experiences that are different from the traditional brick-and-mortar stores? - How do you think non-traditional retailing methods are changing the way people shop? - Give an Overview of Non Traditional Retailing 2. Development (30 minutes) a. Non-Traditional Retailing - Define non-traditional retailing and provide examples of various methods, including: - Pop-up shops - Mobile retailing - Subscription services - Social Commerce b. Characteristics and Features: - Describe the characteristics and features of each non-traditional - Flexibility in location and format - Unique and innovative customer experiences - Potential for lower operating costs - Opportunities for niche targeting and customization c. Advantages and Disadvantages: - Analyze the advantages and disadvantages of non-traditional retailing methods from both the perspective of the retailer and the consumer. - Discuss factors such as convenience, novelty, branding opportunities, and logistical challenges. d. Impact on Consumer Behavior and Retail Industry:



	<ul style="list-style-type: none">- Evaluate the impact of non-traditional retailing on consumer behavior, including- Shifts in shopping habits and preferences- Expectations for unique and personalized experiences- Influence of social media and online communities on purchase decisions- Discuss the implications of non-traditional retailing for the retail industry as a whole, including traditional brick-and-mortar stores and e-commerce retailers. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Ask the students in groups to discuss about the topic and find more examples in each category of non-traditional retailing
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://parulsri.wordpress.com/2013/05/06/traditional-retail-versus-non-traditional-modern-retail/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 17	Course Name: Retail Management Topic: Merchandising Concept and Planning	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define the concept of merchandising and its importance in retail management. Understand the components of effective merchandising planning. Analyze the role of merchandising in driving sales and profitability. Evaluate merchandising strategies and tactics used by retailers. Apply knowledge of merchandising concept and planning to develop a basic merchandising plan.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Chalk and Talk
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. What do you think merchandising involves in a retail setting? Can you name any stores where you've noticed effective merchandising?" Define Merchandising Development (30 minutes) <ol style="list-style-type: none"> Overview of Merchandising <ul style="list-style-type: none"> Define merchandising as the process of planning, acquiring, displaying, and selling products to customers Explain the importance of merchandising in creating a positive shopping experience and driving sales Components of Merchandising Planning: <ul style="list-style-type: none"> Discuss the key components of effective merchandising <ul style="list-style-type: none"> Product assortment planning Pricing strategy Visual merchandising and store layout Inventory management Promotional activities Provide examples and case studies to illustrate each component. Role of Merchandising in Sales and Profitability <ul style="list-style-type: none"> Analyze the role of merchandising in driving sales and profitability for retail businesses. Discuss how effective merchandising strategies can influence customer behavior, increase average transaction value, and reduce excess inventory Merchandising Strategies and Tactics: <ul style="list-style-type: none"> Present common merchandising strategies and tactics used by



	<p>retailers, such as:</p> <ul style="list-style-type: none">- Product placement and cross-selling- Markdowns and promotions- Seasonal merchandising- Visual storytelling and themed displays- Discuss the goals and objectives behind each strategy <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups and assign each group a retail scenario or product category.- Ask each group to develop a basic merchandising plan for their scenario or product category, including product assortment, pricing strategy, and promotional activities.- Have groups present their merchandising plans to the class, encouraging discussion and feedback.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://ordercircle.com/glossary/merchandise-planning/3.Homework Assign students to visit a local retail store and analyze its merchandising strategies, then write a reflection on their findings. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 18	Course Name: Retail Management Topic: Retail Branding	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Define branding and its significance in the retail industry. b. Understand the elements of retail branding. c. Analyze the impact of branding on consumer behavior and loyalty. d. Evaluate strategies for building and managing retail brands. e. Apply knowledge of retail branding to develop a basic branding strategy.
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk
Teaching Development	1. Introduction (5 minutes) - Ask questions. - Can you name any retail brands that you are loyal to? What makes you loyal to them? - Why do you think branding is important for retail ? -Introduce the concept of Retail Branding 2. Development (30 minutes) a. Definition and Importance of Retail Branding: - Brand name and logo -Brand positioning -Brand identity (colors, fonts, imagery) -Brand personality and values -Brand experience (in-store and online) -Provide examples of each element from well-known retail brands. b. Impact of Branding on Consumer Behavior and Loyalty: Analyze the impact of branding on consumer behavior - Brand awareness and recognition - Perceived quality and value - Emotional connection and loyalty - Discuss how strong retail brands can influence purchase decisions and drive repeat business. c. Strategies for Building and Managing Retail Brands: -Evaluate strategies for building and managing retail brands, including: -Consistent branding across all touchpoints - Creating a unique selling proposition (USP) -Leveraging storytelling and brand - Monitoring and managing brand reputation -Engaging with customers through social media and other channels 3. Exercise (5 minutes) –



	<p>-Discuss case studies of successful retail brands and their branding strategies.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.simpsongroup.co.uk/blog/the-importance-of-retail-branding/3. Homework Assign students to research and analyze the branding strategies of a specific retail brand and present their findings to the class. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 19	Course Name: Retail Management Topic: Merchandising Buying	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Understand the role and importance of merchandising buying in retail management. b. Identify the key steps involved in the merchandising buying process. c. Analyze factors influencing merchandising buying decisions. d. Evaluate strategies for effective merchandising buying. e. Apply knowledge of merchandising buying to real-world scenarios.
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk
Teaching Development	1. Introduction (5 minutes) - Ask questions. - Have you ever wondered how retail stores decide which products to carry? - What factors do you think influence the buying decisions of retail merchandisers? - Give an Overview of Merchandise Buying 2. Development (30 minutes) a. Role and Importance of Merchandising Buying: - Define merchandising buying as the process of selecting and purchasing products for retail stores. - Explain the importance of effective merchandising buying in meeting customer demand, achieving sales targets, and maximizing profitability. b. Key Steps in Merchandising Buying Process: - Analyze the factors that influence merchandising buying decisions - Consumer preferences and trends - Market demand and competition - Seasonality and timing - Pricing and margin considerations - Vendor relationships and terms - Discuss how merchandisers balance these factors to make informed buying decisions. - Discuss how merchandisers balance these factors to make informed buying decisions. c. Strategies for Effective Merchandising Buying: - Evaluate strategies for effective merchandising buying, including: - Conducting thorough market research and trend analysis - Developing strong vendor relationships - Negotiating favorable terms and pricing



	<ul style="list-style-type: none">- Negotiating favorable terms and pricing- Monitoring sales performance and adjusting assortments accordingly- Discuss case studies of successful merchandising buying strategies. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Ask the students in groups to discuss about the topic and find more examples in each category of non-traditional retailing
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.yourarticlelibrary.com/retailing/merchandise-buying-and-handling-process-6-stages/482123. Homework: Assign students to research and analyze the merchandising buying strategies of a specific retail brand and present their findings to the class. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 20	Course Name: Retail Management Topic: Visual Merchandising	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Define visual merchandising and understand its significance in retail. b. Identify key elements of effective visual merchandising. c. Analyse the impact of visual merchandising on customer experience and sales d. Evaluate strategies for implementing successful visual merchandising displays. e. Apply knowledge of visual merchandising to create a basic visual merchandising plan.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions. - Have you ever been drawn into a store by an attractive window display? - How do you think visual elements like colors and layout affect your shopping experience? - Give an Overview of Visual Merchandising 2. Development (30 minutes) <ol style="list-style-type: none"> a. Definition and Significance of Visual Merchandising: <ul style="list-style-type: none"> - Define visual merchandising as the art of presenting products in a visually appealing way to attract customers and enhance the shopping experience. - Explain the significance of visual merchandising in creating brand identity, driving foot traffic, and increasing sales. b. Key Elements of Effective Visual Merchandising: <ul style="list-style-type: none"> - Identify key elements of effective visual merchandising, including <ul style="list-style-type: none"> - Window displays - Interior displays and signage - Store layout and flow - Lighting and color schemes - Product placement and presentation <p>Discuss how each element contributes to creating an engaging and immersive shopping environment.</p> c. Impact of Visual Merchandising on Customer Experience and Sales <ul style="list-style-type: none"> - Analyze the impact of visual merchandising on customer experience and sales, including: <ul style="list-style-type: none"> - Attracting attention and creating a positive first impression - Guiding customers through the store and encouraging



	<p>exploration</p> <ul style="list-style-type: none"> - Highlighting promotions and featured products - Increasing dwell time and impulse <p>d. Strategies for Implementing Successful Visual Merchandising Displays:</p> <ul style="list-style-type: none"> -Evaluate strategies for implementing successful visual merchandising displays, including: <ul style="list-style-type: none"> - Understanding target audience and brand image - Creating cohesive and themed displays - Rotating displays to keep them fresh and seasonal - Utilizing props and accessories effectively - Incorporating storytelling and narrative elements -Discuss best practices and tips for creating impactful visual merchandising displays. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none"> - Video Link: https://youtu.be/0ZpiKYxgEF8?si=UCmgrp78uTB1VPxod
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.indeed.com/career-advice/finding-a-job/what-is-visual-merchandising 3. Homework: Assign students to visit a local retail store and analyze its visual merchandising displays, then write a reflection on their effectiveness and any potential improvements. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 21	Course Name: Retail Management Topic: Information Gathering and Processing in Retail	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the importance of information gathering and processing in retail management. b. Identify sources of information used in retail decision-making. c. Analyze the process of gathering and processing information in retail. d. Evaluate the role of technology in enhancing information gathering and processing. e. Apply knowledge of information gathering and processing to real-world retail scenarios.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions. - How do you think retail stores decide which products to stock? -What kind of information do you think retailers need to make informed decisions? 2. Development (30 minutes) <ol style="list-style-type: none"> a. Importance of Information Gathering and Processing: <ul style="list-style-type: none"> - Explain the importance of information gathering and processing in retail management for making informed decisions, understanding customer preferences, and optimizing operations. b. Sources of Information in Retail: <ul style="list-style-type: none"> - Identify sources of information used in retail decision-making - Sales data and customer transactions - Market research and consumer surveys -Competitor analysis and industry reports -Vendor and supplier information -Social media and online reviews -Discuss the types of insights that can be gained from each source. c. Process of Gathering and Processing Information <ul style="list-style-type: none"> - Analyze the process of gathering and processing information in retail, including: <ul style="list-style-type: none"> - Defining information needs and objectives - Collecting data from various sources - Organizing and analyzing data using tools such as spreadsheets and databases - Interpreting findings and drawing actionable insights



	<p>d. Role of Technology in Enhancing Information Gathering</p> <ul style="list-style-type: none">-Point-of-sale (POS) systems for collecting transaction data- Customer relationship management (CRM) software for managing customer information- Data analytics tools for analyzing large datasets and identifying trends- Inventory management systems for tracking stock levels and sales performance- Discuss how technology enables retailers to gather and process information more efficiently and effectively. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Google Form Quiz
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.studocu.com/en-ca/document/concordia-university/retailing/chapter-8-information-gathering-and-processing-in-retailing/167041443. Homework: Assign students to research and analyze a specific retail company's use of information gathering and processing in their decision-making processes, then write a report summarizing their findings. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 22	Course Name: Retail Management Topic: Choosing a Store Location	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Understand the significance of store location in retail business success. b. Identify factors to consider when choosing a store location. c. Analyze different types of locations and their suitability for various retail businesses. d. Evaluate the process of selecting an optimal store location. e. Apply knowledge of store location selection to real-world retail scenarios.
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk
Teaching Development	1. Introduction (5 minutes) - Ask questions. - Have you ever noticed how certain stores seem to be located in specific areas? - What factors do you think are important for a retail store when choosing a location - Relevance of Store Location 2. Development (30 minutes) a. Significance of Store Location: - Explain the significance of store location in retail business success, including its impact on customer traffic, visibility, accessibility, and sales potential. b. Factors to Consider When Choosing a Store Location - Identify and discuss factors to consider when choosing a store location, including: - Demographics of the area (population density, income levels, age distribution) - Foot traffic and visibility - Accessibility and parking - Competitor presence and market - Zoning regulations and lease terms c. Types of Locations and Suitability for Retail Businesses: - Analyze different types of locations (e.g., urban, suburban, rural) and their suitability for various retail businesses (e.g., convenience stores, boutiques, big-box retailers). - Discuss how the nature of the retail business and its target market influence the choice of location. d. Process of Selecting an Optimal Store Location: - Outline the process of selecting an optimal store location, including - Conducting market research and analysis



	<ul style="list-style-type: none">- Identifying potential locations and evaluating their suitability- Negotiating lease terms and securing the desired location- Conducting a feasibility study to assess the potential return on investment- Discuss the importance of thorough planning and decision-making in the location selection process. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups and assign each group a retail business concept (e.g., coffee shop, clothing store, electronics store).- Ask each group to identify and justify an optimal store location for their assigned retail business, considering the factors discussed in the lecture.- Have groups present their chosen locations to the class, explaining their rationale and reasoning.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.wdgconsulting.com/factors-to-consider-when-selecting-retail-store-locations/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 23	Course Name: Retail Management Topic: Trading Area Analysis	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Understand the concept and importance of trading area analysis in retail management.b. Identify the key components of trading area analysis.c. Analyze factors influencing trading area delineationd. Evaluate methods and techniques used in trading area analysis.e. Apply knowledge of trading area analysis to real-world retail scenarios.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talkc. Maps or diagrams illustrating trading areas
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions.- Have you ever wondered how retailers determine where to open new stores?- What factors do you think are important to consider when analyzing a trading area?- Relevance of Trading Area Analysis2. Development (30 minutes)<ul style="list-style-type: none">a. Concept and Importance of Trading Area Analysis:<ul style="list-style-type: none">-Define trading area analysis as the process of identifying and analyzing the geographical area from which a retailer draws its customers.-Explain the importance of trading area analysis in retail management for making strategic decisions related to site selection, marketing, and merchandising.b. Key Components of Trading Area Analysis:<ul style="list-style-type: none">- Identify the key components of trading area analysis, including:<ul style="list-style-type: none">- Trade area delineation (primary, secondary, and tertiary areas)- Demographic and socio-economic characteristics of the population-Competition analysis- Traffic patterns and accessibility- Market potential and demand estimation-Discuss how each component contributes to understanding the retail market and customer basec. Factors Influencing Trading Area Delineation:<ul style="list-style-type: none">-Analyze factors influencing trading area delineation, including:<ul style="list-style-type: none">- Nature of the retail business and its target



	<ul style="list-style-type: none">-Location and accessibility of competitors-Population density and distribution-Socio-economic factors affecting purchasing power-Traffic patterns and transportation infrastructure-Discuss how these factors impact the size and shape of trading areas. <p>d. Methods and Techniques in Trading Area Analysis:</p> <ul style="list-style-type: none">- Evaluate methods and techniques used in trading area analysis, including:- Geographic Information Systems (GIS) mapping- Gravity models and distance decay analysis- Customer profiling and segmentation- Site selection models and trade area forecasting <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Google Form Quiz
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://economicdevelopment.extension.wisc.edu/articles/trade-area-analysis/3. Homework: Assign students to research and analyze the trading areas of a specific retail brand, examining their strategic decisions and the factors that influenced their trading area delineation. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 24	Course Name: Retail Management Topic: Reilly's Law of Retail Gravitation	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of Reilly's Law of Retail Gravitation. Identify the factors involved in Reilly's Law and their significance in retail location decisions. Analyze how Reilly's Law influences trade area delineation and market potential. Evaluate the applicability of Reilly's Law in modern retail environments. Apply knowledge of Reilly's Law to analyze retail location scenarios.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Chalk and Talk
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. Have you ever wondered why certain retail stores seem to attract customers from a wide area What factors do you think influence where people choose to shop? Relevance of Reilly's Law of Retail Gravitation Development (30 minutes) <ol style="list-style-type: none"> Understanding Reilly's Law of Retail Gravitation: <ul style="list-style-type: none"> Define Reilly's Law of Retail Gravitation as a concept in retail geography that describes the relationship between the attractiveness of a retail center and the distance customers are willing to travel to patronize it. Explain the key components of Reilly's Law, including the "breaking point" and the reversal point. Factors Involved in Reilly's Law: <ul style="list-style-type: none"> Identify and discuss the factors involved in Reilly's Law, such as: <ul style="list-style-type: none"> Size and attractiveness of competing retail centers Distance between retail centers Population density and distribution Accessibility and transportation infrastructure Explain how these factors influence the gravitational pull of retail centers on consumers. Influence of Reilly's Law on Trade Area Delineation: <ul style="list-style-type: none"> Analyze how Reilly's Law influences the delineation of trade areas around retail centers. Discuss how trade areas are determined based on the gravitational pull of retail centers and the distances customers



	<p>are willing to travel.</p> <p>d. Applicability of Reilly's Law in Modern Retail Environments:</p> <ul style="list-style-type: none">- Discuss the applicability of Reilly's Law in modern retail environments, considering factors such as e-commerce, changing consumer preferences, and technological advancements.- Evaluate how the principles of Reilly's Law may still apply in the context of omnichannel retailing and evolving shopping behaviors. <p>3. Exercise (5 minutes)</p> <p>Present case studies or examples demonstrating the application of Reilly's Law in retail location decisions.</p> <p>Engage students in a discussion about how Reilly's Law can be applied to analyze various retail location scenarios.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.thoughtco.com/reillys-law-of-retail-gravitation-1433438 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 25	Course Name: Retail Management Topic: Huff's Law	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of Huff's Gravity Model and its application in retail. Identify the key components of Huff's Gravity Model. Analyze how Huff's Gravity Model is used to predict consumer behavior and market potential in retail. Evaluate the strengths and limitations of Huff's Gravity Model in retail analysis. Apply knowledge of Huff's Gravity Model to analyze retail scenarios and make informed decisions.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Chalk and Talk
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. Have you ever wondered how retailers predict consumer behavior and market potential? What factors do you think influence consumers' choices when deciding where to shop? Development (30 minutes) <ol style="list-style-type: none"> Understanding Huff's Gravity Model: <ul style="list-style-type: none"> Define Huff's Gravity Model as a predictive model used in retail and urban planning to estimate the flow of consumer traffic between different retail locations. Explain the key components of Huff's Gravity Model, including attraction potential, distance decay, and size factors. Key Components of Huff's Gravity Model: <ul style="list-style-type: none"> Identify and discuss the key components of Huff's Gravity Model: <ul style="list-style-type: none"> Attraction potential: The attractiveness of a retail location based on factors such as population, competition, and amenities. Distance decay: The decrease in the likelihood of consumer traffic as the distance between retail locations increases Size factors: The size or scale of retail locations, influencing their attractiveness and drawing power. Application of Huff's Gravity Model in Retail: <ul style="list-style-type: none"> Analyze how Huff's Gravity Model is used to predict consumer behavior and market potential in retail. Discuss how retailers use the model to make decisions about site selection, trade area delineation, and market analysis.



	<p>d. Strengths and Limitations of Huff's Gravity Model: - Evaluate the strengths and limitations of Huff's Gravity Model in retail analysis, including its predictive accuracy, simplicity, and assumptions about consumer behavior. - Discuss alternative models or factors that may complement or improve upon Huff's Gravity Model.</p> <p>3. Exercise (5 minutes) Ask few students to Summarize the concept learnt</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://courses.lumenlearning.com/wm-retailmanagement/chapter/huff-gravity-model-and-estimating-potential-sales/ Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 26	Course Name: Retail Management Topic: Site Selection and Evaluation	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Identify key factors influencing site selection in retail. b. Explain the criteria used to evaluate potential retail locations. c. Analyze real-world retail locations using site selection and evaluation principles. d. Evaluate the strengths and weaknesses of different retail sites. e. Develop recommendations for selecting an optimal retail location based on evaluation criteria.
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk
Teaching Development	<ul style="list-style-type: none">- Introduction (5 minutes)- Ask questions.- -What do you think are the factors to be considered while choosing a store location?- How do you think the location of a store can impact its success?- -Have you ever noticed specific aspects of a retail location that made you more or less likely to visit or shop there?- Discuss the importance of choosing the right location for a retail business to ensure its success.- 2. Development (30 minutes)<ul style="list-style-type: none">a. Introduction to Site Location<ul style="list-style-type: none">- -Present a comprehensive list of key factors influencing site selection in retail, including:<ul style="list-style-type: none">- -Demographics: Age, income level, and lifestyle of the target market in the area.- -Foot Traffic: Volume of pedestrian traffic in the vicinity of the potential location.- -Competition: Presence of direct and indirect competitors in the area.- -Accessibility: Ease of access by car, public transportation, and foot.- -Visibility: Visibility from main roads and proximity to landmarks or other businesses.- -Use visual aids such as charts, graphs, or maps to illustrate each factor.b. Describe in detail the criteria used to evaluate potential retail locations:<ul style="list-style-type: none">- Visibility: Assess the store's visibility from different angles and



	<p>distances.</p> <ul style="list-style-type: none">- Accessibility: Evaluate ease of access by different modes of transportation and parking availability.- Demographics: Analyze the demographic profile of the area to ensure alignment with the target market.- Competition: Research existing competitors and evaluate their strengths and weaknesses.- Infrastructure: Consider the availability of utilities, infrastructure, and zoning regulations.- Provide examples and anecdotes to illustrate the significance of each criterion in influencing retail success.- 3. Exercise (5 minutes)- Divide students into small groups.- Provide each group with a case study or example of a retail location.- Instruct groups to analyze the location based on the criteria discussed earlier.- Encourage discussion and collaboration within groups.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://courses.lumenlearning.com/wm-retailmanagement/chapter/essential-site-characteristics-to-be-evaluated/ Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 27	Course Name: Retail Management Topic: Store Design and Layout	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the importance of store design and layout in retail. Identify key principles and considerations in store design and layout. Analyze the impact of store design and layout on customer experience and sales. Evaluate strategies for optimizing store design and layout. Apply knowledge of store design and layout to develop a basic store layout plan.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Chalk and Talk Video Link
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. -What factors do you think influence your experience when you enter a retail store? -How do you think the layout of a store affects your shopping behavior? - Relevance of Store Design and Layout Development (30 minutes) <ol style="list-style-type: none"> Importance of Store Design and Layout: <ul style="list-style-type: none"> -Explain the importance of store design and layout in retail for creating a positive customer experience, maximizing sales potential, and enhancing brand identity. -Discuss the role of store design and layout in attracting and retaining customers Key Principles and Considerations in Store Design and Layout: <ul style="list-style-type: none"> -Identify key principles and considerations in store design and layout, including: <ul style="list-style-type: none"> - Traffic flow and circulation patterns - Zoning and product placement -Visual merchandising and displays -Lighting, colors, and ambiance -Signage and wayfinding -Discuss how each principle contributes to creating an effective store layout. Impact of Store Design and Layout on Customer Experience <ul style="list-style-type: none"> -Analyze the impact of store design and layout on customer experience and sales, including: <ul style="list-style-type: none"> - Influence on navigation and ease of shopping -Creation of focal points and highlight areas



	<ul style="list-style-type: none">-Enhancement of product visibility and accessibility-Influence on dwell time and impulse purchases-Provide examples and case studies illustrating the relationship between store design/layout and business performance. <p>d. Strategies for Optimizing Store Design and Layout:</p> <ul style="list-style-type: none">- Evaluate strategies for optimizing store design and layout, including:<ul style="list-style-type: none">-Conducting customer research and analysis-Creating a store layout plan based on traffic flow and product categories-Utilizing visual merchandising techniques to enhance product presentation-Testing and refining the layout based on customer feedback and sales data-Discuss best practices and tips for effective store design and layout optimization. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">-Divide students into small groups and assign each group a retail scenario or product category.-Ask each group to develop a basic store layout plan for their assigned scenario or product category, considering principles discussed in the lecture.-Have groups present their store layout plans to the class, explaining their rationale and design choices. <p>Video Link: https://www.youtube.com/watch?v=HfAzyIVaFg8</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.creativedisplaysnow.com/types-retail-store-layouts/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 28	Course Name: Retail Management Topic: Operating a Retail Business	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the fundamentals of operating a retail business. b. Identify key components of retail business operations, including merchandising, customer service, inventory management, and sales. c. Analyze the importance of customer satisfaction and retention in retail. d. Evaluate strategies for effective retail business operations. e. Apply knowledge of retail business operations to develop a basic operational plan for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions. -Have you ever worked in a retail store? What was your experience like? - What do you think are some important aspects of running a successful retail business? -Introduce the topic of operating a retail business. 2. Development (30 minutes) <ol style="list-style-type: none"> a)Understanding Retail Business Operations: <ul style="list-style-type: none"> -Define retail business operations as the activities involved in managing and running a retail store or business. -Explain the importance of efficient and effective retail business operations in achieving profitability and customer satisfaction. b) Key Components of Retail Business Operations: <ul style="list-style-type: none"> - Identify and discuss key components of retail business operations, including: <ul style="list-style-type: none"> - Merchandising: Selecting, pricing, displaying, and promoting products -Customer service: Providing assistance, resolving issues, and enhancing customer experience - Inventory management: Ordering, receiving, stocking, and tracking inventory levels -Sales: Conducting transactions, processing payments, and upselling -Explain how each component contributes to the overall functioning of a retail business. c) Importance of Customer Satisfaction and Retention:



	<ul style="list-style-type: none">-Analyze the importance of customer satisfaction and retention in retail business operations.- Discuss how positive customer experiences lead to repeat business, brand loyalty, and positive word-of-mouth. <p>d. Strategies for Effective Retail Business Operations: Evaluate strategies for effective retail business operations, including:</p> <p>Strengths and Limitations of Huff's Gravity Model:</p> <ul style="list-style-type: none">- Training and empowering employees to deliver excellent customer service-Implementing efficient inventory management systems to minimize stockouts and overstocking-Creating visually appealing merchandising displays to attract customers and increase sales-Utilizing technology for sales tracking, customer relationship management, and analytics-Provide examples and case studies illustrating effective retail business operations strategies. <p>3. Exercise (5 minutes) Google Form Quiz</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.wallstreetmojo.com/retail-operations/ Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 29	Course Name: Retail Management Topic: Factors Affecting Retail Price Strategy	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: a. Understand the importance of retail price strategy in achieving business objectives. b. Identify key factors that influence retail price strategy. c. Analyze how internal and external factors impact pricing decisions. d. Evaluate different pricing strategies used in retail. e. Apply knowledge of factors affecting retail price strategy to develop a pricing strategy for a hypothetical retail business.
Teaching Aids (if any)	a. Power Point Presentation b. Chalk and Talk
Teaching Development	1. Introduction (5 minutes) - Ask questions. - Have you ever wondered how retailers determine the prices of their products? - What factors do you think influence retail pricing decisions? - Give an Overview of Pricing 2. Development (30 minutes) a) Importance of Retail Price Strategy: - Define retail price strategy as the method used by retailers to set and adjust prices for their products or services. - Explain the importance of retail price strategy in achieving business objectives such as profitability, competitiveness, and customer satisfaction. b) Key Factors Influencing Retail Price Strategy: - Identify and discuss key factors that influence retail price strategy, - Cost of goods sold (COGS) - Competitor pricing - Customer demand and price sensitivity - Perceived value of products or services - Economic conditions and market trends - Regulatory environment and pricing laws - Explain how each factor affects pricing decisions and strategy. c) Internal and External Factors Impacting Pricing Decisions - Analyze how internal factors (e.g., company goals, cost structures) and external factors (e.g., market competition, consumer preferences) impact pricing decisions. - Discuss the importance of aligning pricing decisions with overall business objectives and market conditions. d) Different Pricing Strategies Used in Retail: - Evaluate different pricing strategies used in retail, including:



	<ul style="list-style-type: none"> - Cost-based pricing - Competitor-based pricing - Value-based pricing - Penetration pricing - Skimming pricing - Psychological pricing - Provide examples and case studies illustrating each pricing strategy. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none"> - Divide students into small groups and assign each group a hypothetical retail business scenario. - Ask each group to develop a pricing strategy for their assigned retail business scenario, considering key factors discussed in the lecture. - Have groups present their pricing strategies to the class, explaining their rationale and considerations.
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.42signals.com/blog/what-are-the-main-factors-influencing-retail-pricing-strategies/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 30	Course Name: Retail Management Topic: Developing a Retail Pricing Strategy	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the importance of a well-developed retail pricing strategy. b. Identify key factors to consider when developing a pricing strategy for a retail business. c. Analyze different pricing strategies commonly used in retail. d. Evaluate the impact of pricing decisions on business profitability and customer perception. e. Apply knowledge of retail pricing strategy to develop a basic pricing strategy for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
Teaching Development	<ul style="list-style-type: none"> - Introduction (5 minutes) - Discuss the importance of pricing strategy in retail and how it influences consumer behavior and business performance 2. Development (30 minutes) <ul style="list-style-type: none"> a) Understanding Retail Pricing Strategy: <ul style="list-style-type: none"> - Define retail pricing strategy as the method used by retailers to set the prices of their products or services to achieve business objectives. - Discuss the significance of pricing strategy in achieving profitability, competitive positioning, and customer satisfaction. b) Key Factors in Developing a Pricing Strategy: <ul style="list-style-type: none"> - Identify and discuss key factors that influence retail pricing strategy, including: <ul style="list-style-type: none"> - Cost of goods sold (COGS) - Market demand and price elasticity - Competition analysis - Brand positioning and perceived value - Target customer demographics and psychographics - Seasonality and promotional calendar - Explain how each factor affects pricing decisions and strategy development. c) Common Pricing Strategies in Retail: <ul style="list-style-type: none"> - Introduce different pricing strategies commonly used in retail, such as: <ul style="list-style-type: none"> - Cost-plus pricing - Competitive pricing - Value-based pricing - Price skimming



	<ul style="list-style-type: none">- Penetration pricing- Psychological pricing- Provide examples and discuss the advantages and disadvantages of each strategy. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Ask the students to write the key learnings from the session
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.gep.com/blog/strategy/retail-pricing-strategies-driving-business-growth3. Homework: Assign students to research a real-world retail business and analyze its pricing strategy, including factors considered, pricing methods used, and the effectiveness of the strategy in achieving business objectives. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 31	Course Name: Retail Management Topic: Demand Oriented Pricing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Define demand-oriented pricing and its significance in marketing strategy.b. Identify various methods of demand-oriented pricing.c. Analyze real-world examples of demand-oriented pricing strategies.d. Apply demand-oriented pricing principles to develop pricing strategies for different products or services.e. Evaluate the effectiveness of demand-oriented pricing strategies in meeting business objectives.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talk
Teaching Development	<ul style="list-style-type: none">- Introduction (5 minutes)- Ask Questions- Imagine you're a manager at a retail store. How would you decide on the prices of your products?- Have you ever wondered why some products are priced higher or lower than others, even if they seem similar? What factors do you think influence pricing decisions in businesses?- Introduce the concept of demand-oriented pricing2. Development (30 minutes)<ul style="list-style-type: none">a) Understanding Demand-Oriented Pricing:<ul style="list-style-type: none">- Define demand-oriented pricing as a pricing strategy that takes into account customer demand and willingness to pay when setting prices for products or services.- Discuss the significance of demand-oriented pricing in aligning prices with market demand and maximizing revenue.b) Different Demand-Oriented Pricing Strategies:<ul style="list-style-type: none">- Introduce different demand-oriented pricing strategies, including:<ul style="list-style-type: none">- Skimming pricing: Setting high initial prices to capture maximum revenue from the most price-insensitive customers.- Penetration pricing: Setting low initial prices to attract a large customer base and gain market share.- Premium pricing: Setting prices higher than competitors to emphasize product quality or exclusivity.- Value-based pricing: Setting prices based on the perceived value of the product or service to the customer.- Provide examples and discuss the characteristics and applications of each strategy.c) Factors Influencing Demand-Oriented Pricing Decisions:<ul style="list-style-type: none">- Identify and discuss factors that influence demand-oriented pricing



	<p>decisions, including:</p> <ul style="list-style-type: none">- Market demand and elasticity- Customer preferences and perceptions of value- Competitor pricing strategies- Product differentiation and positioning- Costs and profit objectives- Explain how these factors impact pricing strategy development and implementation. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Ask the students to write the key learnings from the session
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://dealhub.io/glossary/demand-based-pricing/3. Homework: Assign students to research a real-world example of a company that has successfully implemented a demand-oriented pricing strategy, analyzing its effectiveness and impact on business performance. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 32	Course Name: Retail Management Topic: Cost Oriented Pricing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept of cost-oriented pricing and its relevance in marketing strategy. b. Identify different cost-oriented pricing methods used by businesses. c. Analyze the factors that influence cost-oriented pricing decisions. d. Evaluate the advantages and disadvantages of cost-oriented pricing strategies. e. Apply knowledge of cost-oriented pricing to develop a pricing strategy for a hypothetical product or service
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
	<ul style="list-style-type: none"> - Introduction (5 minutes) - Ask Questions - Have you ever wondered how businesses determine the prices of their products or services? - Do you think the cost of producing a product or service should influence its price? - Introduce the concept of cost-oriented pricing 2. Development (30 minutes) a) Understanding Cost-Oriented Pricing: <ul style="list-style-type: none"> - Define cost-oriented pricing as a pricing strategy that sets prices based on the costs of producing, distributing, and selling a product or service, with a markup added to generate a profit. - Discuss the significance of cost-oriented pricing in ensuring profitability and covering business expenses. b) Different Cost-Oriented Pricing Methods: <ul style="list-style-type: none"> - Introduce different cost-oriented pricing methods, including: <ul style="list-style-type: none"> - Cost-plus pricing: Adding a markup to the cost of producing a product or service to determine the selling price. - Target-return pricing: Setting prices to achieve a specific return on investment or profit margin. - Break-even pricing: Setting prices to cover variable and fixed costs to break even. - Provide examples and discuss the characteristics and applications of each method. c) Factors Influencing Cost-Oriented Pricing Decisions: <ul style="list-style-type: none"> - Identify and discuss factors that influence cost-oriented pricing decisions, including: <ul style="list-style-type: none"> - Production costs (e.g., materials, labor, overhead) - Distribution and marketing costs - Competitor pricing



	<ul style="list-style-type: none">- Market demand and price sensitivity- Explain how these factors impact pricing strategy development and implementation. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups.- Assign each group a hypothetical product or service (e.g., smartphone, clothing item, consulting service).- Ask each group to brainstorm and discuss a cost-oriented pricing strategy for their assigned product or service, considering the factors discussed in the lecture.- Provide time for groups to outline their pricing strategy on the whiteboard
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://courses.lumenlearning.com/suny-marketing-spring2016/chapter/reading-cost-oriented-pricing/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 33	Course Name: Retail Management Topic: Competition Oriented Pricing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of competition-oriented pricing and its significance in marketing strategy. Identify different competition-oriented pricing strategies used by businesses. Analyze the factors that influence competition-oriented pricing decisions. Evaluate the advantages and disadvantages of competition-oriented pricing strategies. Apply knowledge of competition-oriented pricing to develop a pricing strategy for a hypothetical product or service.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Chalk and Talk
	<ul style="list-style-type: none"> - Introduction (5 minutes) - Ask Questions - Have you ever considered how businesses set prices for their products or services in response to competitors? - How do you think competitive pricing impacts consumer behavior? - Introduce the concept of competition-oriented pricing 2. Development (30 minutes) a) Understanding Competition-Oriented Pricing: <ul style="list-style-type: none"> - Define competition-oriented pricing as a pricing strategy that sets prices based on competitors' prices or market conditions. - Discuss the significance of competition-oriented pricing in responding to competitive pressures and maintaining market share. b) Different Competition-Oriented Pricing Strategies: <ul style="list-style-type: none"> - Introduce different competition-oriented pricing strategies, including: <ul style="list-style-type: none"> - Price matching: Setting prices at the same level as competitors to remain competitive. - Price leadership: Setting prices slightly below competitors to gain market share or assert dominance. - Price discrimination: Setting different prices for different customer segments based on their willingness to pay. - Provide examples and discuss the characteristics and applications of each strategy. c) Factors Influencing Competition-Oriented Pricing Decisions: <ul style="list-style-type: none"> - Identify and discuss factors that influence competition-oriented pricing decisions, including: <ul style="list-style-type: none"> - Competitor pricing strategies - Market demand and price sensitivity



	<ul style="list-style-type: none">- Product differentiation and perceived value- Costs and profit objectives- Legal and regulatory constraints- Explain how these factors impact pricing strategy development and implementation. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups.- Assign each group a hypothetical product or service (e.g., smartphone, fast-food meal, software subscription).- Ask each group to brainstorm and discuss a competition-oriented pricing strategy for their assigned product or service, considering the factors discussed in the lecture.- Provide time for groups to outline their pricing strategy on the whiteboard.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.investopedia.com/terms/c/competition-driven-pricing.asp Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 34	Course Name: Retail Management Topic: Elements of Retail Promotional Mix	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Understand the concept of the promotional mix in retail marketing.b. Identify the key elements/components of the retail promotional mix.c. Analyze the role and significance of each element in promoting retail products or services.d. Evaluate the effectiveness of different promotional mix strategies in achieving retail objectives.e. Apply knowledge of the retail promotional mix to develop a basic promotional plan for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talk
	<ul style="list-style-type: none">- Introduction (5 minutes)- Ask Questions- What do you think are some ways retailers promote their products or services?- Why do you think promotion is important in retail marketing?- Introduce the elements of promotion mix2. Development (30 minutes)a) Understanding Retail Promotional Mix:<ul style="list-style-type: none">- Define retail promotional mix as the combination of promotional elements/tools used by retailers to communicate with customers and promote their products or services.- Discuss the purpose of the promotional mix in influencing consumer behavior, increasing sales, and building brand awareness.b) Key Elements of Retail Promotional Mix:<ul style="list-style-type: none">- Identify and discuss the key elements/components of the retail promotional mix, including:<ul style="list-style-type: none">- Advertising- Sales promotion- Personal selling- Public relations- Direct marketing- Explain the characteristics, objectives, and examples of each element.c) Role and Significance of Each Element:<ul style="list-style-type: none">- Analyze the role and significance of each element in the retail promotional mix, including:<ul style="list-style-type: none">- Advertising: Mass communication to reach a wide audience and



	<p>build brand awareness.</p> <ul style="list-style-type: none">- Sales promotion: Incentives or discounts to stimulate immediate sales and encourage purchase behavior.- Personal selling: Direct interaction between sales representatives and customers to provide information and close sales.- Public relations: Building positive relationships with the public, media, and community to enhance brand reputation.- Direct marketing: Targeted communication with individual customers through mail, email, or mobile channels.- Discuss how retailers integrate these elements to create effective promotional campaigns. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Google form Quiz
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.wallstreetmojo.com/promotional-mix/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 35	Course Name: Retail Management Topic: Advertising	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define advertising in the context of retail and its significance. Identify different types of advertising channels used in retail. Analyze the effectiveness of various advertising strategies in retail. Apply advertising principles to create an advertising plan for a retail business. Evaluate the impact of advertising on retail sales and brand awareness.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Chalk and Talk
	<ul style="list-style-type: none"> - Introduction (5 minutes) - Ask Questions - What comes to mind when you think about retail advertising? - Why do you think advertising is important for retail businesses? - 2. Development (30 minutes) a) Understanding Advertising in Retail: <ul style="list-style-type: none"> - Define advertising in retail as the communication of promotional messages to potential customers with the aim of influencing their purchasing behavior. - Discuss the importance of advertising in building brand awareness, promoting products or services, and driving sales in the retail industry. b) Types and Forms of Retail Advertising: <ul style="list-style-type: none"> - Identify and discuss different types and forms of advertising used in retail, including: <ul style="list-style-type: none"> - Print advertising (newspapers, magazines, flyers) - Digital advertising (websites, social media, email) - Broadcast advertising (radio, television) - Outdoor advertising (billboards, signage) - Provide examples of each type/form of advertising and discuss their characteristics and effectiveness. c) Elements of Effective Retail Advertising Campaigns: <ul style="list-style-type: none"> - Analyze the elements of effective retail advertising campaigns, including: <ul style="list-style-type: none"> - Clear and compelling messaging - Targeted audience segmentation - Creative design and visuals - Call-to-action (CTA) to prompt desired customer response - Measurement and analytics for tracking campaign effectiveness - Discuss how these elements contribute to the success of retail



	<p>advertising campaigns.</p> <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups.- Assign each group a hypothetical retail business scenario (e.g., clothing store, electronics retailer, coffee shop).- Ask each group to develop an advertising plan for their assigned retail business, incorporating different types and forms of advertising discussed in the lecture.- Provide time for groups to outline their advertising plan on the whiteboard.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.themediaant.com/blog/what-is-retail-advertising-types-benefits-examples/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 36	Course Name: Retail Management Topic: Sales Promotion in Retail	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept of sales promotion in retail. b. Identify different types of sales promotion techniques used in retail. c. Analyze the objectives and benefits of sales promotion in retail. d. Evaluate the effectiveness of various sales promotion strategies in retail. e. Apply knowledge of sales promotion to develop a basic sales promotion plan for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask Questions - What comes to mind when you think of sales promotion? - How do you think sales promotion can benefit retail businesses? - Introduce the concept of Sales promotion in Retail <p>2. Development (30 minutes)</p> <p>a) Understanding Sales Promotion in Retail:</p> <ul style="list-style-type: none"> - Define sales promotion as the use of incentives or techniques to stimulate customer purchases and increase sales in retail. - Discuss the role of sales promotion in complementing other marketing efforts and achieving specific business objectives. <p>b) Types of Sales Promotion Techniques:</p> <ul style="list-style-type: none"> - Identify and discuss different types of sales promotion techniques used in retail, including: <ul style="list-style-type: none"> - Coupons and vouchers - Discounts and sales - Buy-one-get-one (BOGO) offers - Loyalty programs and rewards - Contests and sweepstakes - Free samples and demonstrations - Provide examples of each technique and discuss their objectives and applications in retail. <p>c) Objectives and Benefits of Sales Promotion:</p> <ul style="list-style-type: none"> - Analyze the objectives and benefits of sales promotion in retail, including: <ul style="list-style-type: none"> - Increasing sales volume and revenue - Attracting new customers and retaining existing ones - Clearing excess inventory or seasonal merchandise - Enhancing brand visibility and awareness - Discuss how sales promotion contributes to achieving these



	<p>objectives and benefits.</p> <p>3.Exercise (5 minutes) – Think, Pair and Share Activity. The students will be given a hypothetical retail scenario and asked to discuss with their partner on designing a sales promotion strategy and then share with the class.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://courses.lumenlearning.com/wm-retailmanagement/chapter/types-of-sales-promotions-in-retail/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 36	Course Name: Retail Management Topic: Personal Selling in Retail	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept and importance of personal selling in retail. b. Identify the key elements and stages of the personal selling process in retail. c. Analyze the role of salespeople in retail and their impact on customer satisfaction. d. Evaluate the skills and characteristics required for effective personal selling in retail. e. Apply knowledge of personal selling to role-play scenarios and develop sales strategies for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk c. Role Play
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask Questions - Have you ever experienced personal selling in a retail environment? - Why do you think personal selling is important in retail? - Introduce the concept of Personal Selling in Retail <p>2. Development (30 minutes)</p> <p>a) Understanding Personal Selling in Retail:</p> <ul style="list-style-type: none"> - Define personal selling as the process of engaging with customers on a one-to-one basis to understand their needs and persuade them to make a purchase. - Discuss the importance of personal selling in retail for building relationships, providing personalized assistance, and driving sales <p>b) Key Elements and Stages of the Personal Selling Process:</p> <ul style="list-style-type: none"> - Identify and discuss the key elements and stages of the personal selling process in retail, including: <ul style="list-style-type: none"> - Prospecting and qualifying leads - Approaching and engaging customers - Presenting and demonstrating products or services - Handling objections and overcoming resistance - Closing the sale and follow-up - Explain the significance of each stage and the skills required for effective execution. <p>c) Role of Salespeople in Retail:</p> <ul style="list-style-type: none"> - Analyze the role of salespeople in retail and their impact on customer satisfaction and loyalty. - Discuss how salespeople serve as brand ambassadors, product experts, and problem solvers in retail environments.



	<p>d) Skills and Characteristics of Effective Salespeople:</p> <ul style="list-style-type: none">- Identify and discuss the skills and characteristics required for effective personal selling in retail, including:- Communication skills- Product knowledge- Empathy and listening skills- Persuasion and negotiation skills- Confidence and professionalism- Discuss how salespeople can develop and improve these skills to excel in their roles. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into pairs.- Assign each pair a role-play scenario representing a retail sales interaction (e.g., selling a smartphone, assisting a customer with clothing selection).- Provide time for students to role-play the scenario, with one student acting as the salesperson and the other as the customer.- Encourage students to apply the personal selling techniques discussed in the lecture.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.feedough.com/personal-selling-definition-features-types-examples/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 38	Course Name: Retail Management Topic: Public Relations in Retail	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Understand the concept of public relations (PR) in the context of retail.b. Identify the key elements and strategies of public relations in retail.c. Analyze the role of public relations in shaping retail brand image and reputation.d. Evaluate the impact of effective public relations on customer perception and loyalty in retail.e. Apply knowledge of public relations to develop a basic PR plan for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talkc. Role Play
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask Questions- What comes to mind when you think of public relations?- How do you think public relations can benefit retail businesses?- Introduce the concept of Personal Relations in Retail <p>2. Development (30 minutes)</p> <p>a) Understanding Public Relations in Retail:</p> <ul style="list-style-type: none">- Define public relations as the strategic communication process aimed at building relationships and managing perceptions between an organization and its public.- Discuss the importance of public relations in retail for managing brand reputation, handling crises, and fostering positive relationships with customers, employees, and the community. <p>b) Key Elements and Strategies of Retail Public Relations:</p> <ul style="list-style-type: none">- Identify and discuss the key elements and strategies of public relations in retail, including:<ul style="list-style-type: none">- Media relations: Building relationships with journalists and media outlets to secure positive coverage and manage publicity.- Community relations: Engaging with local communities through sponsorships, events, and charitable initiatives.- Crisis management: Developing strategies to address and mitigate negative publicity or crises that may impact the retail brand.- Employee relations: Communicating with and engaging employees to promote a positive work culture and brand advocacy.- Provide examples of successful retail PR campaigns or initiatives that illustrate these strategies. <p>c) Role of Public Relations in Retail Brand Image and Reputation:</p> <ul style="list-style-type: none">- Analyze the role of public relations in shaping retail brand image



	<p>and reputation.</p> <ul style="list-style-type: none">- Discuss how positive PR efforts can enhance brand credibility, trust, and loyalty among customers. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups.- Assign each group a hypothetical retail business scenario (e.g., clothing store, electronics retailer, grocery store).- Ask each group to develop a PR plan for their assigned retail business, incorporating different public relations strategies discussed in the lecture.- Provide time for groups to outline their PR plan on the whiteboard.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://retailbound.com/public-relations-strategies-in-marketing-products-to-retail/3. Homework: Assign students to research a real-world retail PR campaign or initiative and analyze its objectives, strategies, and impact on brand image and reputation. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 39	Course Name: Retail Management Topic: Retail Management Information System	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept and importance of Retail Management Information System b. Identify the components and functionalities of RMIS in the retail industry. c. Analyze the role of RMIS in improving operational efficiency and decision-making in retail management. d. Evaluate the benefits and challenges of implementing RMIS in retail businesses. e. Apply knowledge of RMIS to develop a basic plan for implementing RMIS in a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask Questions - Have you heard about Retail Management Information System before? - Why do you think information systems are important in retail management? - Introduce the concept of Retail Management Information System <p>2. Development (30 minutes)</p> <p>a) Understanding Retail Management Information System</p> <ul style="list-style-type: none"> - Define RMIS as a specialized information system used in the retail industry to manage various retail operations, including inventory management, sales tracking, customer relationship management, and more. - Discuss the significance of RMIS in providing timely and accurate information to support decision-making and improve overall retail performance. <p>b) Components and Functionalities of RMIS:</p> <ul style="list-style-type: none"> - Identify and discuss the components and functionalities of RMIS, including: <ul style="list-style-type: none"> - Point of Sale (POS) systems - Inventory management systems - Customer relationship management (CRM) systems - Sales and performance analytics tools - Supply chain management (SCM) integration - Explain how each component contributes to streamlining retail operations and enhancing customer satisfaction. <p>c) Role of RMIS in Retail Management:</p>



	<ul style="list-style-type: none">- Analyze the role of RMIS in retail management, including:- Improving inventory management and reducing stockouts- Enhancing sales tracking and forecasting- Personalizing customer experiences and loyalty programs- Optimizing supply chain processes and vendor management- Discuss how RMIS supports data-driven decision-making and strategic planning in retail businesses. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups.- Assign each group a hypothetical retail business scenario (e.g., clothing store, electronics retailer, grocery store).- Ask each group to brainstorm and discuss specific RMIS functionalities and components that would benefit their assigned retail business.- Provide time for groups to outline their ideas on the whiteboard.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://courses.lumenlearning.com/wm-retailmanagement/chapter/information-systems-in-a-changing-retail-industry/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 40	Course Name: Retail Management Topic: Retail Audits	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept and importance of retail audits in the retail industry. b. Identify the objectives and components of a retail audit. c. Analyze the process and methods used in conducting a retail audit. d. Evaluate the benefits and challenges of implementing retail audits for retail businesses. e. Apply knowledge of retail audits to develop a basic plan for conducting a retail audit in a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask Questions - Have you heard about retail audits before? - Why do you think retail audits are important for retail businesses? - Introduce the concept of Retail Audits <p>2. Development (30 minutes)</p> <p>a) Understanding Retail Audits:</p> <ul style="list-style-type: none"> - Define retail audit as a systematic examination and evaluation of various aspects of a retail business's operations, performance, and compliance with established standards and procedures. - Discuss the significance of retail audits in identifying strengths, weaknesses, and areas for improvement in retail businesses. <p>b) Objectives and Components of Retail Audits:</p> <ul style="list-style-type: none"> - Identify and discuss the objectives and components of a retail audit, including: <ul style="list-style-type: none"> - Inventory management and accuracy - Store layout and merchandising effectiveness - Sales performance and trends - Customer service and satisfaction - Compliance with policies, procedures, and regulations - Explain how each component contributes to assessing the overall health and performance of a retail business. <p>c) Process and Methods of Conducting Retail Audits:</p> <ul style="list-style-type: none"> - Analyze the process and methods used in conducting a retail audit, including: <ul style="list-style-type: none"> - Preparing audit checklists and criteria - Gathering data through observation, interviews, and document review - Analyzing and interpreting audit findings - Developing action plans and recommendations based on audit



	<p>results</p> <ul style="list-style-type: none">- Discuss the importance of thorough planning and documentation in the audit process. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Think, Pair and Share activity on the potential benefits of conducting retail audits and the challenges involved.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.questionpro.com/blog/retail-audit-what-it-is-types-tips/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 41	Course Name: Retail Management Topic: E- Retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept and significance of e-retailing (electronic retailing) in modern business. b. Identify the key components and characteristics of successful e-retailing strategies. c. Analyze the advantages and challenges of e-retailing for businesses. d. Evaluate different e-retailing models and platforms available to retailers. e. Apply knowledge of e-retailing to develop a basic e-retailing strategy for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask Questions - Have you ever shopped online? What was your experience like? - Why do you think e-retailing has become so popular in recent years? - Introduce the concept of E- Retailing <p>2. Development (30 minutes)</p> <p>a) Understanding E-Retailing:</p> <ul style="list-style-type: none"> - Define e-retailing as the process of selling goods and services electronically over the internet or other digital channels. - Discuss the significance of e-retailing in reaching a wider audience, reducing geographical limitations, and offering convenience to customers. <p>b) Key Components and Characteristics of Successful E-Retailing:</p> <ul style="list-style-type: none"> - Identify and discuss the key components and characteristics of successful e-retailing strategies, including: <ul style="list-style-type: none"> - User-friendly website design and navigation - Mobile optimization for seamless shopping experiences - Secure payment gateways and data protection measures - Effective product presentation with high-quality images and descriptions - Responsive customer service and support - Provide examples of e-retailers that excel in each of these areas. <p>c) Advantages and Challenges of E-Retailing:</p> <ul style="list-style-type: none"> - Analyze the advantages and challenges of e-retailing for businesses, including: <ul style="list-style-type: none"> - Advantages: Expanded market reach, lower operational costs, data-driven decision-making, personalized marketing opportunities.



	<ul style="list-style-type: none">- Challenges: Intense competition, cybersecurity risks, logistical complexities, maintaining customer trust.- Discuss how businesses can mitigate challenges and leverage advantages in their e-retailing strategies. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Google Form Quiz
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.investopedia.com/terms/e/electronic-retailing-e-tailing.asp <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 42	Course Name: Retail Management Topic: Global Retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept of global retailing and its significance in today's interconnected world. b. Identify the key drivers and trends shaping global retailing. c. Analyze the challenges and opportunities associated with global retail expansion. d. Evaluate successful strategies used by global retailers to enter and operate in international markets. e. Apply knowledge of global retailing to develop a basic global expansion plan for a hypothetical retail business.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask Questions - Can you name some global retail brands that you're familiar with? - What do you think are some challenges that retailers face when expanding globally? - Introduce the concept of Global Retailing <p>2. Development (30 minutes)</p> <p>a) Understanding Global Retailing:</p> <ul style="list-style-type: none"> - Define global retailing as the process of selling goods and services across international borders to consumers in different countries. - Discuss the significance of global retailing in accessing new markets, diversifying revenue streams, and capitalizing on global consumer trends. <p>b) Key Drivers and Trends in Global Retailing:</p> <ul style="list-style-type: none"> - Identify and discuss the key drivers and trends shaping global retailing, including: <ul style="list-style-type: none"> - Technological advancements enabling cross-border e-commerce. - Changing consumer preferences and behaviors influenced by globalization. - Economic factors such as emerging markets and increasing disposable income. - Regulatory and cultural differences affecting market entry and operations. - Provide examples and case studies to illustrate these drivers and trends. <p>c) Challenges and Opportunities in Global Retail Expansion:</p> <ul style="list-style-type: none"> - Analyze the challenges and opportunities associated with global retail expansion, including: <ul style="list-style-type: none"> - Challenges: Cultural barriers, legal and regulatory complexities,



	<p>supply chain logistics, currency fluctuations.</p> <ul style="list-style-type: none"> - Opportunities: Access to new customer segments, economies of scale, brand exposure and recognition, innovation and learning. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none"> - Divide students into small groups. - Assign each group a hypothetical retail business scenario interested in expanding globally. - Ask each group to brainstorm and discuss potential challenges and opportunities for their assigned business in entering and operating in international markets. - Provide time for groups to outline their ideas on the whiteboard.
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://theinvestorsbook.com/global-retailing.html 3. Homework Assign students to research a real-world case study of a retail business that has successfully expanded globally, analysing its strategies, challenges, and outcomes. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 43	Course Name: Retail Management Topic: Local Retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Understand the concept of local retailing and its importance in community development.b. Identify the key characteristics and benefits of local retail businesses.c. Analyze the challenges faced by local retailers in competing with larger chains and online retailers.d. Evaluate strategies for supporting and promoting local retail businesses.e. Apply knowledge of local retailing to develop a basic plan for promoting local shopping in a community.
Teaching Aids (if any)	<ul style="list-style-type: none">a. Power Point Presentationb. Chalk and Talk
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask Questions- What comes to mind when you think of local retail businesses?- Why do you think supporting local businesses is important?- Introduce the concept of Local Retailing <p>2. Development (30 minutes)</p> <p>a) Understanding Local Retailing:</p> <ul style="list-style-type: none">- Define local retailing as the operation of retail businesses that are independently owned and operated within a specific geographic area, typically serving the needs of the local community.- Discuss the importance of local retailing in fostering community identity, preserving unique offerings, and contributing to local economic development. <p>b) Key Characteristics and Benefits of Local Retail Businesses:</p> <ul style="list-style-type: none">- Identify and discuss the key characteristics and benefits of local retail businesses, including:<ul style="list-style-type: none">- Personalized customer service- Unique product offerings and artisanal goods- Support for the local economy and job creation- Contribution to the vibrancy and culture of the community- Provide examples of successful local retail businesses that exemplify these characteristics and benefits. <p>c) Challenges Faced by Local Retailers:</p> <ul style="list-style-type: none">- Analyze the challenges faced by local retailers in competing with larger chains and online retailers, including:<ul style="list-style-type: none">- Limited resources for marketing and advertising- Price competition and economies of scale- Access to technology and online presence



	<ul style="list-style-type: none">- Changing consumer preferences and shopping habits- Discuss strategies for overcoming these challenges and sustaining local retail businesses. <p>3.Exercise (5 minutes) –</p> <ul style="list-style-type: none">- Divide students into small groups.- Assign each group a hypothetical scenario representing a local retail business facing challenges in the community.- Ask each group to brainstorm and discuss strategies for promoting and supporting the assigned local retail business.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://www.thinkwithgoogle.com/_qs/documents/3459/3-new-realities-of-local-retail_articles_1.pdf3. Homework Assign students to research local retail businesses in their community and develop a promotional plan to support one of these businesses. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 44	Course Name: Retail Management Topic: Legal and Ethical Issues in retailing	Course No.: MBA-413
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the importance of addressing legal and ethical issues in retailing b. Identify common legal and ethical issues faced by retailers. c. Analyze the impact of legal and ethical issues on consumers, employees, and the community. d. Evaluate strategies for managing and preventing legal and ethical issues in retailing. e. Apply knowledge of legal and ethical principles to analyze case studies related to retailing
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Chalk and Talk
	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask Questions - Why do you think it's important for retailers to consider legal and ethical issues? - Can you think of any examples of legal or ethical issues that retailers might face? - Introduce the concept of Legal and Ethical Issues in retail <p>2. Development (30 minutes)</p> <p>a) Understanding Legal and Ethical Issues in Retailing:</p> <ul style="list-style-type: none"> - Define legal and ethical issues in the context of retailing. - Discuss the importance of adhering to legal requirements and ethical standards in retail business operations. - Provide examples of common legal and ethical issues faced by retailers, such as: <ul style="list-style-type: none"> - Consumer protection laws - Employment practices and labor laws - Product safety and labeling regulations - Environmental sustainability and corporate social responsibility <p>b) Impact of Legal and Ethical Issues:</p> <ul style="list-style-type: none"> - Analyze the impact of legal and ethical issues on various stakeholders, including: <ul style="list-style-type: none"> - Consumers: Consumer trust and confidence, product safety and quality assurance. - Employees: Fair treatment, workplace safety, and job security. - Community: Environmental sustainability, community relations, and social responsibility. - Discuss how addressing legal and ethical issues positively contributes to brand reputation and customer loyalty.



	<p>c) Strategies for Managing Legal and Ethical Issues:</p> <ul style="list-style-type: none">- Evaluate strategies for managing and preventing legal and ethical issues in retailing, including:- Implementing comprehensive compliance programs and training for employees.- Establishing clear policies and procedures for ethical conduct and decision-making.- Conducting regular audits and assessments to identify and address potential issues.- Engaging with stakeholders and maintaining open communication channels. <p>3.Exercise (10 minutes) –</p> <ul style="list-style-type: none">- Present case studies illustrating real-life legal and ethical dilemmas faced by retailers.- Divide students into small groups and assign each group a case study to analyze.- Ask groups to discuss the legal and ethical issues presented in the case study and propose strategies for resolving or preventing them.- Facilitate a class discussion where each group presents their analysis and recommendations.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://theintactone.com/2018/04/23/rm-u4-topic-7-legal-ethical-issues-in-retailing/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Briefly review key points covered in the class. Question and answer session to assess students' understanding. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>