

## Masters of Business Administration (MBA) – Semester - 3

### Course Teaching Plan

**Course Title:** Retailing and Franchising  
**Course Code:** 340039302  
**Course Credit:** 4

**1. Course Introduction:** This course will introduce the basic concepts of retailing to the participants. The key takeaway would understand how a retail business works; the core issues and challenges involved, Merchandise planning, store location, store atmosphere and franchising models.

#### 2. Course Objective:

- To understand the organized retail and, the value it creates.
- To provide insights on conceptual knowledge with an integrated approach to various functions of retail operations.
- To provide an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager.
- Understanding the critical aspects of managing retail operations, retail stores and customer service.
- To analyze insights about retail management strategies and Franchising in India

#### 3. Course Learning Outcome:

CLO1: Understand the ways that retailers use marketing tools and techniques to interact with their customers.

CLO2: Understanding the critical aspects of managing retail operations, retail stores and customer service and merchandising planning

CLO3: Evaluate the importance of Store atmosphere and visual merchandising

CLO4: Analyze the franchising model business

#### 4. CLO –PO Mapping Matrix (PO will be shared later)

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	3	1	3
CLO2	3	3	3	1	2
CLO3	3	3	3	1	2
CLO4	3	3	3	1	3

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

## 5. Session Plan (30 Hours):

UNIT- I	<b>Topic</b>
	Introduction and current scenario
Session 1	Introduction to Retailing
Session 2 -3	Global and Indian Retail Scenario, Types of Retail Formats (store and non-store),
Session 4-5	Multi-channel and Omni channel retailing
Session 6-7	Retail market strategy.
	Project/Assignment/Quiz
<b>UNIT 2</b>	<b>Location and Merchandising</b>
Session 8-10	Retail locations, The importance of store locations, types of locations, steps involving in choosing a location, trade areas and their evaluation
Session 11-13	Retailing Merchandising Planning and Procurement. The concept of merchandising, The process of merchandising buying
14-16	Category management, Private Labels, Store Brands as a strategy tool. The concept of own brand and manufacturers' brand, The concept of category management
	Project/Assignment/Quiz
<b>UNIT 3</b>	<b>Store Design and visual merchandising</b>
Session 16-18	Retail Store Design, The relationship between store image and store design , Consideration for selecting layout
Session 19-21	Visual Merchandising, Components of exterior and interior , Visual merchandising in retail, Store atmospherics.
Session 20-22	Customer service, Managing Human Resource as a key to store management.
	<b>Project/Assignment/Quiz</b>
<b>UNIT 4</b>	<b>Franchising Management</b>
Session 23-24	Introduction to franchising
Session 26-27	Advantages and disadvantages of franchising to franchisee and franchisor.
Session 28	Types of franchises, Franchise agreement and Franchise Disclosure Document

Session 29-30	Risks in franchising, Indian and global franchising scenario
	<b>Quiz- Unit 4</b>
Session 31-40	<b>Bootcamp</b>

#### 6. Assessment Scheme:

Specific assessment method	% Weightage	Theory	Practical
Exam	50%	√	
Quiz	10%	√	
Project/Bootcamp	20%		√
Class Participation	10%	√	√
Case Study	10%	√	√
	100%		

#### Educational Resources

Education al Resources	Description
Text Book	Retail Management, Michael Levy, Barton Weitz, Dhruv Grewal, Tata McGraw-Hill, 10 <sup>th</sup> Edition
Reference Books	Retail Management, Bajaj, C., Tuli, R. & Srivastava, N. (2016 (3 <sup>rd</sup> ed) New Delhi: Oxford University Publication.  Retailing Management: Text and Cases, Swapna Pradhan 2017, McGraaw Hill, Latest Edition
Journals/ Magazine/ periodicals  (Details of specific paper mentioned in the pedagogy)	Journal of Retailing and Consumer Services

Video links	<a href="https://www.youtube.com/watch?v=KVN1fYjRSW0">https://www.youtube.com/watch?v=KVN1fYjRSW0</a> <a href="https://www.youtube.com/watch?v=EVLN1tJsBkY&amp;t=114s">https://www.youtube.com/watch?v=EVLN1tJsBkY&amp;t=114s</a> <a href="https://www.youtube.com/watch?v=MKPVTbQNSVM">https://www.youtube.com/watch?v=MKPVTbQNSVM</a>
Course related important Web links	<a href="http://www.openlearningworld.com/books/Franchising%20Business%20and%20You/Forms%20of%20Franchising/Nontraditional%20Franchising.html">http://www.openlearningworld.com/books/Franchising%20Business%20and%20You/Forms%20of%20Franchising/Nontraditional%20Franchising.html</a> <a href="https://www.whichfranchise.com/feature_template.cfm?FeatureID=477">https://www.whichfranchise.com/feature_template.cfm?FeatureID=477</a>
Movies suggested	Employee of the month (2006)