

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 3 (Semester –5) (W.E.F. Academic Year 2017-18)

Subject Name: Retail Management (RM)

Subject Code: 2557101

1. Learning Outcomes:

At the end of semester students would be able to

- Understand the concept of modern retailing and significance of retailing in the current business environment.
- Understand retailing as a business and various strategies the firms engaged in retailing business adopt for their survival and growth.
- Analyse the role of several support functions in enhancing the performance of the retail business.

2. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Introduction to Retailing: Definition & Basic Concept of retailing, Functions of retailing, Importance of retailing, Retail Industry in India, Changing trends in retailing, Retail formats and types, Retailing Channels.	8	17
II	Retail Planning and Strategies: Understanding Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.	12	18
III	Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location. Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of	10	17

	Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.		
IV	Managing Retail Operations and Retail Pricing: Store operations & administration, Store design and visual Merchandising, Retail Pricing, Factors influencing retail prices, Pricing strategies.	10	18
V	Practical: Prepare a project on: IT in Retailing, Electronic Point-of-Sales (EPOS) System, Electronic Funds Transfer, Electronic Commerce (E-Commerce or E-retailing), M-Commerce, Database Management, Trends in Modern Retailing	---	30 Marks of CEC

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion and presentation
- (b) Role play
- (c) Audio-Video Material

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Pradhan, Swapna	Retailing Management: Text & Cases	Tata McGrawHill	4 th Edition
2	Berman, Berry and Joel R. Evans	Retail Management: A Strategic Approach	Pearson	Latest
3	Bajaj, Tuli and Srivastava	Retail Management	Oxford	Latest
4	Newman Andrew J and Peter	Retailing: Environment & Operations	Cengage	Latest
5	Lincoln, Keith and Lars Thomassen	How to Succeed at Retail	Kogan Page India	Latest

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Indian Journal of Marketing
2. Harvard Business Review
3. International Journal of Retailing
4. Journal of Business and Retail Management Research