

THE ICAI UNIVERSITY JAIPUR
IBS
Course Handout
MBA-IV
Fourth Semester: 2014-2015

Course Code/No.	Course title	L P U
SL MM 609	Retail Management	3 0 3

1. Instructor-in-charge : **Dr. Rahul Swami**
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2. Scope & Objective of the course:

This course enables students to understand the evolution of retailing and the strategic role of retailing in the distribution of consumer goods and services. The content of the course is useful for students interested in a retail career, working for companies that interface with retailers, or interested in owning or running a retail business.

At the end of the course, the student will be able to:-

1. Identify consumer motivations, shopping behaviors, and decision processes for a retail consumer.
2. Design plan for retail offering, purchasing merchandise and services.
3. Formulate plans for investments in locations, supply chain, information systems and online retailing
4. Assess financial data and revenue planning for a retail store
5. Design communications programmes and identify initiatives to improve operations and customer retentions

3. (a) Textbook(s):

T1	Retailing Management, Levy, Michael Barton A, Weitz- Irwin McGraw Hill
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(b) Reference book(s):

R1	Retail Management – A strategic Approach, 9 th edition, Berman, Barry / Evans, Joel R. Pearson Prentice Hall.
R2	Retail Management, 1 st edition, Bajaj, C. et al. Oxford University Press – 2005
R3	Retailing, 5 th Edition, Dunne, Patrick M. et al. Thomson South Western – 2004
R4	Retail Marketing Management, 2 nd edition, Gilbert, David. Pearson Education
R5	Retailing management, 2 nd Edition, Sapna Pradhan, McGraw Hill

(c) Other readings:

www.google scholar.com

www.wikipedia.org

www.google.com

Magazines:

- **Retailer**
- **Franchise**

4. Lecture-wise plan

Lecture/ Session Nos.	Learning Objectives	Topics to be covered	Reference (Chapter/Sec./ Page Nos. (of Text/ Ref. Books)
1-5	Retailing Overview	<i>Introduction to Retail</i> , Definition and Scope - Retailer - Evolution of Retailing Industry - Factors behind the change of Indian Retailing Industry - Economic Growth - Retailers Role in Distribution Channels - Benefits of Retailing	T1:Ch.1/page2-28
6-8	Retailing Environment	The Legal environment - The Economic environment - The Competitive environment - The Technological environment - The Global environment. Indian Experience in Retailing – Current govt policies	T1: Ch2/page28-43
9-13	Retail Market Strategy	Theories of institutional change - Classification of retailers - Store based Retailers - By price - By Product line –By verticals, Non store based Retailer – Online Retailing – Forms of Retail Organisation – Number of Organisational levels.	T1:Ch5./page 152-182
14-16	Understanding the Retail Customer	The Market- Structure of Buying Population -Population Analysis - Demographic Analysis - Durables - Non Durables - Product Availability - Convenience Products - Shopping Products - Specialty Products - Buying Situations - Consumer Population - Consumer Requirements Life styles - Life Cycle	R5: Ch4/page 85-102
17-18	Store Location and Site Evaluation	Importance of Location Decision - Retailing strategy and Location - Characteristics Used in Location - Analysis - Defining the Trade Area - Reilly's Law - Huffs Model - Concentric Zones - Geo demographics - Infrastructure Site Evaluation and Selection - Types of Locations - Planned Shopping Centers. Issues in planning and managing a mall.	T1: Ch.8/page 244-271

19-20	Merchandising, Assortment and Budget Planning	Organizing the buying process by Categories: Category Management, Private label strategies - Analyzing Merchandise Performance - ABC Analysis - Sell-through Analysis - Multiple Attribute Analysis. -Monthly sales & reductions percent distribution to season	T1: Ch.12/page 368-391 T1:Ch13/page398-417
21-20	Merchandise Purchasing	The Buying Organization. - Evaluating Merchandise Budget Plan, - Setting Financial Objectives: Putting profits - sales and turnover together: GMROI, Measuring Inventory turnover and Sales forecasting - Assortment Planning Process	T1:Ch.14/page 428-459
23-24	SCM in Retailing	Improved Product Availability - Improved Assortment - Improved Return On Investment - Merchandise Logistics - The Distribution Center - Out Sourcing - Store Vs Distribution Center Delivery - Pull Vs Push Logistics Strategy - Information Flow	R5:Ch.19/page 377-390
25-26	Retail Pricing Strategy	Types of Pricing strategies and Practices, Adjustments to the Initial Retail price – Markdowns .Markdown Cancellations - Horizontal Price Fixing - Predatory Pricing - Bait- and - Switch Tactics.	T1:Ch15/page 461-490
27-29	Managing Retail Store and Control	Store Management & Profitability - Cost Controls -Energy Management - Reducing Inventory Losses, Calculating Shrinkage - Detecting and Preventing Shoplifting– Recruitment & Training	R5: Ch12/page 288-296
30-31	Store Layout Design and Merchandise	: Stores Exterior & Interiors: Store Layout: Types of Flexibility -of Design Managing, Location of Departments , Display of Merchandise	T1: Ch 18/page 564-592

32-33	Visual Merchandise	Merchandise Presentation Techniques - Idea oriented presentation - Style item presentation Color presentation - Price lining - Vertical Merchandising - Tonnage merchandising - Frontal presentation - Fixtures. Atmospherics: Visual Communications - Lighting - Color - Music - Scent - Store Security.	R5:Ch.17/page 341-352
34-35	IT and Service Quality Management	: Introduction of RFID and other emerging technology, overview of IT modules in retailing, Service quality dimensions- CRM approaches in retailing	T1: Ch.10/ page313-338
36-37	Retail Communication Mix	Evaluation of Retail Communication Mix: Elements of Retail Promotion Mix – Communication Store Proposition & Building Store Image - Planning Store Promotions.	T1: Ch16./page493-518
38-39	Retail Selling	Effective retail selling approaches – Creating Sales Process – Revenue Planning – Individual Revenue Targets, Data Base Retailing - Build and Manage Dialogues with Customers. Quick Response Delivery Systems (QRDS).	T1: Ch13/page 394-418 R2: Ch 13/page 417-421
40	Legal Aspects of Retail	Different acts as applicable to retail	R2:Ch.12/page 623-685

5. Evaluation Scheme:

Component	Duration (hr/min)	Weightage (%)	Course coverage/ Syllabus	Date/ Time	Remarks
Individual Assignment	--	7	Based on the application and understanding application in context to consumer research	Announcement date: 10/11/2014 Submission date: 19/1/2014	Assignment based on Library Search, Web Search
Test –I	40 min	8	Up to 10 sessions	Date: 17/11/2014	Conceptual Problems
Mid Term Examination	90 min	20	Session 1 - 20	Date:11/12/2014 10:00-11:30am	Closed book written Examination
Individual Assignment	--	7	Based on the post mid-term syllabus	Announcement date: 5/1/2015 Submission date: 11/01/2015	Application of the Research project in real life scenario
Test-II	40 min	8	20-30 sessions	Date: 19/01/2015	Problems & theories
Academic Interaction	continuous	5			Evaluated by the instructor in the middle and at the end of the semester
Regularity in class	continuous	5			Evaluated by the instructor *
End Term Examination		40	Lecture nos. 1-40, entire course	Date: 04/2/2015	Closed book written Examination
	TOTAL	100			

* These 4 marks would be proportionally distributed for attendance of the student over and above the mandatory 75% attendance.

6. **Chamber Consultation Hours:** Every Tuesday between 5.00 pm to 6.00 pm

7. **Make-up Policy:** Make up tests will be allowed to the students only in case of genuine circumstances. However, there has to be a Prior and proper intimation to the undersigned or the Program Coordinator

8. General:

- Assignments topic will cover the given syllabus but it should be aligned with the current business scenario
- Pre mid- term Test will be of conceptual theories and problems. Post Mid-term test shall be of problem and conceptual theories.

Date: **October 6, 2014** _

Name & Signature of I/C