

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.		Marketing	
Semester		IV				Version		1.0.0.1	
Effective from Academic Year			2021-22			Effective for the batch Admitted in			June 2020
Subject code		2IVA07RMA		Subject Name		RETAIL MANAGEMENT			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Objective: The Objective of this course to provide the learners with an overview of the retail concepts and insights on retail operations									
Learning Outcome:									
2IVA07RMA.CO1: Understand the structure, functions, and evolution of retailing and apply strategic planning principles to retail environments. 2IVA07RMA.CO2: Apply situational analysis and retail operations tools such as store layout, traffic analysis, and promotional strategies to enhance customer engagement. 2IVA07RMA.CO3: Analyze retail business functions including merchandising, HRM, pricing, and supply chain operations for improved profitability and service quality. 2IVA07RMA.CO4: Evaluate global retail formats, technology integration, and retail audit practices to sustain competitiveness in an evolving marketplace									
Theory syllabus									
Unit	Content								Hrs
1	Overview of retailing environment. Definition, importance, functions and scope of Retailing; Evolution of Retail Competition, - The Wheel of Retailing, the Accordion, the Retail Life Cycle; Emerging Trends in Retailing; The Retail Scenario in India; Retail Formats. Types of Retail Outlets, Market structure and control; Planning and development. . Store Manager responsibility (What makes the perfect Retail Store Manager? A Sample profile sheet of a Store Manager in Retail Industry Strategic Planning in Retailing: Situational analysis, Objectives, Identification of Consumer Characteristics & Needs, Overall strategy, Specific activities, Control, Feedback, A Strategic Planning Template for Retail Management, The Retail Value Chain								15
2	Situational analysis: Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, non-store-based, and other forms of nontraditional retailing; Targeting customers and gathering information; Communicating with customers; Retail promotions-Staying ahead of competition. Retail store location-Traffic flow and analysis-population and its mobility- exteriors and layout-Customer traffic flows; Trading-area analysis; Site selection; Store design and layout; Display								15
3	Managing retail business: Retail organization and HRM; Operations management: financial and operations dimensions; Supply Chain Management-Warehousing-Role of IT in supply chain management. Merchandise Planning-Stock turns, Credit Management, Retail Pricing, Return on per sq. feet of space. Managing retail services; Service characteristics; Branding: perceptions of service quality. Delivering the product: Retail Information Systems; Developing and implementing plans; People in retailing; Out-of-store retailing: different types.								15

4	International retailing: Internationalization and Globalization; Shopping at World stores; Going International; The Internationalization process; Culture, business and international management. Emerging formats-Issues and Options; Retail Equity, Technology in Retailing. Importance of IT in Retailing, Integrated Systems and Networking, EDI, Electronic Retailing Integrating and Controlling the Retail Strategy: Integrating the retail strategy, control using the Retail Audit, Illustrations of Retail Audit forms	15
Practical content		
Text Books		
1	Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.	
Reference Books		
1	Levy IM. And Weitz B.A (2004), <i>Retailing Management</i> , 5 th ed., Tata McGraw Hill.	
2	Berman B. Evans J. R. (2004), <i>Retail Management</i> , 9 th Edition, Pearson Education.	
3	Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi.	
4	Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4 th ed., South-Western, Thomson Learning.	
5	Newman A J and Cullen P- <i>Retailing: Environment and Operations</i> (Vikas, 2002)	
6	Varley R and Rafiq M- <i>Principles of Retail Management</i> (Palgrave, 2004)	
7	Lamba- <i>The Art of Retailing</i> (Tata McGraw-Hill, 2001)	

Note:Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work
CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 4: Course Name: 2IVA07RMA RETAIL MANAGEMENT							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IVA07RMA.CO1	3	2	1	2	1	2	1
2IVA07RMA.CO2	2	3	2	2	0	2	1
2IVA07RMA.CO3	3	3	2	2	3	1	0
2IVA07RMA.CO4	2	1	2	3	2	0	2

Semester 4: Course Name: 2IVA07RMA RETAIL MANAGEMENT			
Course Outcomes	PSO1	PSO2	PSO3
2IVA07RMA.CO1	2	2	3
2IVA07RMA.CO2	2	2	3
2IVA07RMA.CO3	3	1	2
2IVA07RMA.CO4	2	3	2