

S.Y.B.Com

Retail Management

Objectives of the study

- To make the students understand the role of retail industry , in national and world economy
- To familiarize the students with business environment of retailing.
- To acquaint the students with the concept of retail and retail strategies.
- To create awareness about Retail Management as career option.

SEMESTER-III

Module 1:--INTRODUCTION TO RETAIL (NO. OF LECTURES- 8)

Concept of Retail Management, Nature of Indian markets, Retail Theories, Retail Life Cycle, RETAIL FORMATS, Forms of Retailing.

Module 2: UNDERSTANDING RETAIL FRAMEWORK (NO. OF LECTURES -8)

Steps in starting retail business, retail store location-Legal procedure, Store design & layout.

Module 3: RETAIL MARKETING MIX (NO. OF LECTURES - 10)

Retail marketing mix-Key elements-Place, Price, Product, Promotion, Presentation, and and People Element.-RETAIL FRANCHISING

Module 4: TRENDS IN RETAILING (NO. OF LECTURES -10)

Recent trends in retailing, FDI in retailing- Global retailing, Indian Scenario of retailing and its contribution to Indian economy, Ethics in retailing, Green retailing, Warehouse clubs, E-Retailing-retail as a career.

Module 5: CATEGORY MANAGEMENT (NO. OF LECTURES -9)

Category management- concept, Merchandising- Meaning, Importance, components of category management & Process, Category role, category performance measures.

SEMESTER-IV

Module 6: UNDERSTANDING RETAIL CONSUMERS (NO. OF LECTURES -8)

Consumer behavior in retail context, theories of consumer behavior, Buying decision process, factors influencing retail shopper- Consumer's psychology.

Module 7: TECHNOLOGY IN RETAIL (NO. OF LECTURES -8)

Need For Technology In Retail- Electronic Data Interchange (EDI) , Radio Frequency Identification (RFID)- Database Management- Data Warehousing- Data Mining.

Module 8: Retail Metrics (NO. OF LECTURES -9)

Measuring retail performance, Parameters for measuring performance, Average stock value & average sale value, Calculation of sales per square feet, Calculation of per person productivity

Module 9: Serving Retail Consumer (NO. OF LECTURES -10)

Concept of customer service- Communication & customer handling, Presale communication, Post sale activities, Handling complaints, Role of customer service desk, How to improve customer response- CRM in retail

Module 10: Supply Chain Management (NO. OF LECTURES -10)

Meaning, purpose & scope & benefits of SCM, types of supply chain, levels of SC, Supplier relationship management,

References:

1. Fundamentals of Retailing by K.V.S.Madan.
Published by Tata McGraw Hill Education Pvt. Ltd.
2. Retailing Management –Text & Cases by Swapna Pradhan.
Published by Tata McGraw Hill Education Pvt. Ltd.
3. Retail Management by Sejal Gupta & Gurpreet Randhwa.
Atlantic Publishers, New Delhi.
4. Retail Management –A Realistic Approach by Neelesh Jain – published by Global India publications. New Delhi.
5. FDI in Retail Sector in India by Arpita Mukharjee & Nitisha Patel by Indian Council for Research on International Economic Relations, New Delhi.
6. Sales & Distribution Management- Text & Cases by Havaldar Krishna & Vasant Cavle – Published by Tata McGraw Hill Education Pvt. Ltd.
7. Retail Management by Gibson G. Vedamani. Published by Jaico Publishing House, Mumbai.
8. Inventory Management Controlling in a Fluctuating Demand Environment by R.S. Saxena. Published by Global India publications. New Delhi.
9. Supply Chain Management- Text & Cases by Janat Shah.
10. Supply Chain Management- Collaborations, Planning, execution & Coordination.
By Dr. Ashok Sinha Published by Global India publications. New Delhi.
11. Customer Relationship Management by Subhashish Das.
12. Consumer Behaviour by Jim Blythe.published Thomson Learning.

13. E- Retailing by Charles E. Dennis, Tino Fenech, Bill Merrilees published by Routledge, NY.
14. Retail Product Management- Buying & Merchandising by Rosemary Varley. published by Routledge, NY.
15. Inventory Management by Max Muller.
16. Winning in Indian Markets by Rama Bijapurkar.
17. We are like that only by Rama Bijapurkar

QUESTION PAPER PATTERN

Semester III

Maximum marks 60. Duration: 2 hrs.

- Q1. Answer any 2 from the following: 15
a.b.c. -Module 1 & Module 2

- Q2. Answer any 2 from the following: 15
a.b.c.- Module 3

- Q3. Answer any 2 from the following: 15
a.b.c.- Module 4

- Q4. Answer any 2 from the following: 15
a.b.c.- Module 5

Semester IV

Maximum marks 60. Duration: 2 hrs.

- Q1. Answer any 2 from the following: 15
a.b.c.-Module 6 & 7
- Q2. Answer any 2 from the following: 15
a.b.c.-Module -8

- Q3. Answer any 2 from the following: 15
a.b.c.-Module 9
- Q4. Answer any 2 from the following: 15
a.b.c.-Module 10