C. U. SHAH UNIVERSITY, Wadhwan City

FACULTY OF MANAGEMENT STUDIES
MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER III (THREE)   **CODE 5MS03REM1**

Name of Subject Retail Management

Teaching & Evaluation Scheme

Teaching Scheme (Hours)				Evaluation Scheme (Marks)		
Th	**Tu**	**P**	**Total**	**Sessional**	**University**	**Total**
4	0	0	4	30	70	100

Objectives

1. To familiarize the learners with the concept of modern retailing and understand the significance of retailing in the current business environment

2. To understand retailing as a business and various strategies the firms engaged in retailing business adopt for their survival and growth

3. To understand the role of several support functions in enhancing the performance of the retail business

Prerequisites   Basic knowledge of Retail Management.

Course outline

Sr. no	Course Outline	No. of hours
I	Introduction to Retailing Socio-economic, Technological and Competitive Forces; Concept of Organized Retailing; Vertical Marketing System; Evolution of Modern Retailing; Theories of Retail Development – Environmental Theory, Cyclical Theory, Conflict Theory; Retail Store Formats Classification based on types of Ownership; Merchandise stored; Channel used; Pricing Strategy; Customer Service; Multi channel Retailing; Destination Stores and Parasite Stores	12
II	Retail Buying / Shopping Behaviour Buying / Shopping behaviour in retailing context; Factors influencing Retail Shopping Behaviour –	12

	Socio-economic and Cultural background, The Stages of Family Life-Cycle, Locational and Choice Convenience; Geo-demographic Segmentation of Retail Market Retail Strategy Concept of Retail Mix; Growth Strategy for Retailers / Retail Franchisors; Building Sustainable Competitive Advantage for long-term Survival and Growth; Strategies for Internationalization of Retail Business – Franchising, Licensing, Joint Ventures, Acquisition and Mergers ⬜	
III	Retail Store Location Planning Types of Retail Locations; Trading Area Analysis – Primary, Secondary and Fringe Area; Techniques of Evaluating a Trading Area – The Herfindahl-Herschman Index, The Index of Retail Saturation, Reilly's Law of Retail Gravitation, Huff's Model, Central Place Theory⬜	12
IV	Pricing Strategies for Retail Business Concept of Retail Price; Initial and Maintained Markup; Elements of Retail Price; Determining the Price; Retail Pricing Policies / Strategies; Price Discrimination and Markdowns	12
V	Other Support Functions Human Resources Management: Designing an Organization structure, Challenges of HR in Retail Business, Selecting, Nurturing and Retaining the Right People, Supply Chain Management: The Concept and Philosophy of Supply Chain Management, Issues in Implementing Organization wide SCM Practice, Integration of Supply Chain, Deriving Value out of SCM Practice Technology in Retailing: IT in Retailing, Electronic Point-of-Sales (EPOS) System, Electronic Funds Transfer, Virtual Shopping, Electronic Commerce (E-Commerce), Database Marketing	12
Total Hours		60

Learning Outcomes

Theoretical Outcomes Understanding the importance of Retail Management.

Practical Outcomes

1. To acquaint the students with the practical problems of Retail Management.
2. To develop an insight for successful implementation of Retail Management.

Teaching & Learning Methodology

- Lectures

- Case Studies

- Class Participation

Books Recommended

1. **'Retailing Management: Text & Cases'**, *Pradhan, Swapna,*Tata Mc-Graw Hill*.
2. **'Retailing: Environment & Operations'**, *Newman Andrew J and Peter Cullen* , Cengage.
3. **'Retailing: An Introduction'**, *Cox, Roger, and Paul Brittain*, Pearson.

E-Resources

1. www.en.wikipedia.org/wiki/Retail_marketing
2. http://www.iilm.edu/iilm-online/Retail%20Management%20Self-Learning%20Manual.pdf