

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.Com LSM**

**Semester: II**

**RETAIL MANAGEMENT**

**Course Code: 18BL204**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- Enable students to acquire skills in Retail Management.
- To familiarize the students with the latest retail business.
- Is to familiarize Retail marketing mix.

**LEARNING OUTCOMES:**

- To implement about business and the external forces that influence retailing.
- To make the students understand the business transformation and effective utilisation of retail store
- To accustom the students to the various retail operation in the field of marketing.

**UNIT 1:**

**10 HRS**

**Introduction to Retail Business**

Definition-functions of retailing-types of retailing-forms of retail business ownership. Retail theories-Wheels of retailing-Retail life cycle. Retail business in India: influencing factors-Present Indian retail scenario. International perspective in retail business.

**UNIT 2:**

**14 HRS**

**Consumer behavior in retail business**

Buying decision process and its implication on retailing-influence of group and individual factors, customer shopping behavior, customer service and customer satisfaction. Retail planning process: factors to consider in preparing a business plan-implementation-risk analysis.

**UNIT 3:**

**14 HRS**

**Retail operations**

Factors influencing location of store-market area analysis-Trade areas analysis-rating plan method-site evaluation. Retail operations: stores layout and visual merchandising, stores designing ,space planning, inventory management, merchandise management, category management.

**UNIT 4:****16 HRS****Retail marketing mix**

Introduction-product: decisions related to selection of goods (Merchandise Management Revisited)-Decisions related to delivery of services. Pricing: influencing factors-approaches to pricing-price sensitivity-value pricing-markdown pricing. Place: supply channel-SCM principles-Retail logistics-computerized replenishment system-corporate replenishment policies. Promotion: setting objectives-communication effects-promotional mix. Human resource management in retailing -Manpower planning-recruitment and training-compensation-performance appraisal methods.

**UNIT 5:****8 HRS****Impact of information technology in retailing**

Non-store retailing(E-Retailing)-The impact of information technology in retailing-integrated systems and networking-EDI-Bar Coding-Electronic Article surveillance-electronic shelf labels-customer database management system. Legal aspects in retailing, social issues in retailing, ethical issues in retailing.

**SKILL DEVELOPMENT:**

- Draw a retail life cycle chart and list the stages.
- Draw a chart showing a store operations
- List out the major functions of a store manager diagrammatically
- List out the current trends in e-retailing
- List out the Factors Influencing in the location of a New Retail outlet.

**BOOKS FOR REFERENCE:**

- 1.Suja Nair; Retail Management,HPH
- 2.Karthic –Retail Management, HPH
- 3.S.K. Poddar&others –Retail Management, VBH.
- 4.R.STiwari ; Retail Management, HPH 18
- 5.BarryBermans and Joel Evans: "Retail Management –A StrategicApproach", 8th edition,PHI/02
- 6.A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, NewDelhi, 2003.
- 7.SwapnaPradhan : Retailing Management, 2/e, 2007 & 2008, TMH
- 8.K. Venkataramana, Retail Management, SHBP.
- 9.James R. Ogden & Denise T.: Integrated Retail Management
10. ASivakumar : Retail Marketing , Excel Books
- 11.Ogden : Biztantra, 2007
- 12.Levy&Weitz : Retail Management -TMH 5th Edition 2002
- 13.RosemaryVarley, Mohammed Rafiq-: Retail Management
- 14.Chetan Bajaj : Retail Management -Oxford Publication.
- 15.Uniyal&Sinha : Retail Management -Oxford Publications.
- 16.AraifSakh ; Retail Management