

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

Programme: B.B.A

Semester: V

RETAIL MANAGEMENT

Course Code: 18BB503

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:Introduction to Retail Business:

10 HRS

Definition-functions of retailing-types of retailing-forms of retail business ownership. Retail formats-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:Consumer behavior in retail business:

14 HRS

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 Retail operations:

14 HRS

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:Retail marketing mix

16 HRS

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 Impact of information technology in retailing

08 HRS

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.

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6. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, NewDelhi, 2003.
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8. K. Venkataramana, Retail Management, SHBP.
9. James R. Ogden & Denise T.: Integrated Retail Management
10. A Sivakumar : Retail Marketing , Excel Books
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