

Course Code	MB18M103	Course Name	RETAIL MANAGEMENT	Course Category	Foundation Course			
					L	T	P	C
					3	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	It is imperative that management graduates who are aspiring to become business leaders and entrepreneurs in the future, to comprehend Retail Management concepts and methods	1	2	3	1	2	3	4	5	6
CLR-2 :	A basic understanding of the Retailing and its growth in India along with Retailing functions, sales goals and global orientation in retailing	<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>	PO1- Business Environment and Domain Knowledge	PO2 - Critical Thinking Business Analysis, Problem solving and Innovation	PO3 - Global Exposure and cross cultural understanding	PO4 – Social Responsiveness and Ethics	PO5 – Effective Communication	PO6 – Leadership and Team Work
CLR-3 :	An in-depth understanding of various Retail formats in Retail Management									
CLR-4 :	A Basic understanding of store location concepts, Technology in Retailing and supply chain management involved in Retailing									
CLR-5 :	Merchandise planning, Market segmentation, Targeting , positioning and pricing methods in Retailing subject acumen will aid management students in Retailing career									
	On completion of this course the students should be in a position to exhibit the following learning skills:									
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>									
CLO-1	To have a good grasp of the basic concepts in Retailing Management	1	60	50	M	H	H	M	L	M
CLO-2	To understand the various formats in Retailing and application of it	1	50	70	L	H	L	L	M	M
CLO-3	To gain knowledge about Store location, Technology in Retailing and basics of supply chain management	2	80	75	M	H	L	L	M	M
CLO-4	To learn and apply Market segmentation, Targeting and positioning, Merchandise planning in Retail management	2	80	70	M	H	M	L	M	M
CLO-5	To comprehend E-retailing, store design, Retail pricing and organizational structure for Retail stores	3	90	80	M	H	H	L	M	M

Duration (hour)	8	8	8	8	8	
S-1	SLO-1	Retail Meaning and Définition	Understanding of Retail formats	Site Location-importance	Merchandise buying system	E-retailing and Technology in Retailing
	SLO-2	Functions of Retailing	Retail format based on owner ship	Site Location-importance	Buying system for fashion Merchandise	Retailing through Internet

S-2	SLO-1	Characteristics of Retailing	Store based Retailing	Target Market and Store Location	Merchandise budget Plan	Factors affecting Internet based buying
	SLO-2	Evolution of Retailing	Formats of store based Retailing	Target Market and Store Location	Evaluation of Merchandise Budget Plan	Electronic Retailing Challenges and Human Interface
S-3	SLO-1	Retailing Principles	Non- Store based Retailing	Site Analysis	Merchandise Allocation	HR in Retailing
	SLO-2	Retailing sales goals	Formats of Non-store based Retailing	Site Analysis	Evaluation of Merchandise performance	Job Analysis
S-4	SLO-1	Retailing in India	Traditional Retailing	Trade Area Analysis	Global source decision	Organizational Structure
	SLO-2	Growth of Retailing in India	Non-traditional Retailing	Trade Area Analysis	Global source decision-Management issues	Forms of Organization
S-5	SLO-1	Reasons for growth of Retailing in India	Comparison of Retail Formats	Demand Analysis	Global source decision-cost issues-Ethical issues	Category Management
	SLO-2	Marketing environment factors	Comparison study of Retail formats	Demand Analysis	Counter Fiat-Merchandise	Category Management process
S-6	SLO-1	Retailing across globe	Delivering value through Retailing formats	Recent Trends in Site Location	Retail Market segmentation	Importance and significance of category Management
	SLO-2	Global Retailing trends	Delivering value through Retailing formats	Common Errors in Site Location	Basis for Market Segmentation	Category Management in Super market

S-7	SLO-1	Emerging Retailing Trends	Food based Retailing vs Non-Food based Retailing	Supply chain Evolution	Identification of Target Market	Store Layout and Design
	SLO-2	Understanding retailing consumers	Food based Retailing vs Non-Food based Retailing	Supply chain Decisions	Identification of Target Market	Visual Merchandising
S-8	SLO-1	Retailing Application Exercise 1	Retailing Application Exercise 1	Ware housing	Market Demand Potential and Market supply factors	Pricing objectives and Methods Pricing strategies
	SLO-2	Retailing Application Exercise 1	Retailing Application Exercise 1	Application Exercise	Application Exercise	Application Exercise
S-9	SLO-1	Case Study	Case Study	Case Study	Case Study	Case Study
	SLO-2	Case Study	Case Study	Case Study	Case Study	Case Study
S-10	SLO-1	Case Study	Case Study	Case Study	Case Study	Case Study
	SLO-2	Case Study	Case Study	Case Study	Case Study	Case Study

Learning Resources	<ol style="list-style-type: none"> 1. Swapna Pradhan – ‘Retailing Management’ 5th edition, Tata Mc Grawhill Publishing Co. Ltd 2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava, ‘Retail Management’, Oxford University Press, Latest Edition 3. Arif Sheikh, Kaneez Fatima ‘Retail Management’, 4th edition, Himalaya Publishing House 4. Barry Berman, Joel R.Evans ‘Retail management, a strategic approach’ 8th edition, Pearson Education Asia 	<ol style="list-style-type: none"> 1. International Journal of Retail and Distribution Management, Emerald Group Publishing Ltd. Emerald UK ISSN-09590552 2. It Happened In India: The Story of Pantaloons, Big Bazaar, Central and the Great Indian Consumer by Kishore Biyani, Dipayan Baishya 3. www.ibef.org- Retail industry report
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Learning Assessment											
	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15	15	20	20	15	15	15	15	15	15
	Understand										

Level 2	Apply	20	20	15	15	15	15	20	20	20	20
	Analyze										
Level 3	Evaluate	15	15	15	15	20	20	15	15	15	15
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Expert Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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