



Course Title: Principles of Retailing

Course Code: RETL601

Credit Units: 3

Course Level: PG

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
03	-	-	-	3

Course Objectives: This course is designed to give a thorough idea about Retail practices in India and other parts of the World by integrating dynamics of Retail environment with the theoretical framework. It introduces the field of retailing, the basics of retail formats, the importance of building and maintaining retail stores.

Pre-requisites: The students must have basic awareness of Indian Retail scenario that will enable them to learn about the key concept to pursue a professional career in Retailing

Student Learning Outcomes: At the completion of this course, students will be able to:-

- Comprehend Retail concepts and situations in a beneficial manner
- Develop strategic perspective to understand retail
- Explore the possibility of a full time career in Retail Management

Course Contents/Syllabus:

	Weightage (%)
Module I RETAILING	20
Descriptors/Topics Concept, definition and functions. Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India: key drivers for growth and future prospects. Retail formats and their characteristics: Store formats-Supermarket, Department store, Hypermarket, The Mall, Discount store, Category Killers, Kiosks, Convenience store, Specialty store. Non-store formats- E-retailing, direct selling, Television Home shopping, Vending Machine retailing.	
Module II STORE LOCATION PLANNING	25
Descriptors/Topics Levels of locations decisions, city selection, location options-High-street location, free standing location, Shopping center/mall location, site selection, factors affecting city, location and site location decisions. Store design and Layout: Exterior design components and their significance, Interior atmospherics, store layout and space	

planning, visual merchandising.	
Module III MERCHANDISING MANAGEMENT	20
Descriptors/Topics Deciding the merchandise mix- variety, assortment, branding, quality, price points, factors affecting merchandise mix- budget constraint, space limitation, product turnover rates, stock replenishment, economic order quantity, Vendor identification and selection criterion, negotiating with vendors, category management and category captainship, international sourcing	
Module IV RETAIL PRICING & COMMUNICATION	20
Descriptors/Topics Factors affecting pricing, developing a retail price strategy- retail objectives, deciding a pricing policy, price adjustments. Retail communication: concept of retail image, classification of the elements of retail communication mix, retail advertising- types, media decisions, retail sales promotion tools, personal selling, publicity, word of mouth.	
Module V RETAIL INFORMATION SYSTEM	15
Descriptors/Topics Meaning, Data warehousing and mining, Electronic Data interchange (EDI), improved supply chain management, quick Response Delivery system, Universal Product Code (UPC), Point-of-sale Terminals, Radio Frequency Identification (RFID), Self check-out systems. Contemporary issues: FDI in retailing-pros and cons, Impact of organized retailing on small grocery stores	

Pedagogy for Course Delivery: This class will be taught using mix of theory, Self study Sessions and case methods. In addition to this the instructor will spend considerable time helping the students understand the managerial aspects of Retail. Each student is required to do the back ground reading from the specified chapters of the prescribed book before coming to class. Students are expected to visit different Retailers to understand concepts and put theory to practice.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-term Exam	Project	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- Bajaj, Tuli & Srivastava , Retail Management- Oxford University Publications
- Ogden & Ogden , Integrated Retail Management- Biztantra Publications
- Gibson G Vedamani, Retail Management: Functional principles & practices- Jaico Publishing House
- Swapna Pradhan ,Retailing Management ,Tata –Mcgraw hill Publications

Any other Study Material:

- **Retailer -Magazine**
- **Journal of Retailing**
- **Retail-Wall Street Journal**