



**Course Title: International Retail Management**

**Course Code: RETL705**

**Credit Units: 3**

**Course Level : PG**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

**Course Objectives:**

Modern retail is playing a vital role as a catalyst in driving consumption led growth in the developing economies. With the advent of modern retail, the consumers will not only have more choice and convenience but it will also have a broader social impact of generating millions of jobs both at the back-end and the front-end.

The course introduces the student to the various aspects of international retailing and trends with the principle objective of developing skills in the identification, analysis and solution of the problems encountered in the theories and practice of international retailing abroad and its subsequent effects in India.

**Pre-requisites:** There is no specific requirement of a particular subject. The student should be a graduate. This subject could be taken by student of any stream like operations, marketing, and finance or even from engineering (for the retailing of high-end technological products)

**Student Learning Outcomes:** At the end of the course students will be able to:

- Identify the key concepts and issues pertaining to retail environment of firms and their retail marketing strategies including store composition, location, target customers, merchandise management, human resource and logistical needs.
- Analyze retail opportunities or problems globally using trading area analysis, site selection procedures, merchandise management & planning and marketing research techniques
- Apply adaptations to the marketing mix to meet the needs of retail management.
- Design the retail business in various sectors
- Identify the various back-end aspects of retail business

**Course Contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module I International Retail management- an Introduction</b>	<b>10</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Retailing within an international context</li><li>• The nature and scope of Retailer Internationalization</li><li>• Push and Pull factors of Retailer Internationalization</li><li>• Global marketing mix in retail context</li><li>• International Retail organization formats</li><li>• Retail Internationalization Theories</li><li>• Web, Nonstore-Based, and Other Forms of Nontraditional Retailing</li></ul>	
<b>Module II International Retail Environment</b>	<b>10</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Assessing the International Economic, Political ,Legal and Social Environment</li><li>• Market Selection</li><li>• Market Entry Methods- Flagship Stores, Organic Growth, M&amp;A, Franchising, JVs, Concessions, Exporting and Wholesaling, Internet</li><li>• Relationship between Market Selection and Market Entry</li><li>• International Market De-Entry: Divestments and Withdrawals</li></ul>	
<b>Module III Location and Layout decisions</b>	<b>20</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Retail Location and layout decisions</li><li>• Retail Location Theories</li><li>• Reilly's law and Huffs model of trading area analysis</li><li>• Index of Retail Saturation</li></ul>	
<b>Module IV Retail Store Design &amp; Visual Merchandising</b>	<b>20</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• The relationship between store image and store design</li><li>• Components of exterior and interior</li><li>• Important considerations for selecting layout</li><li>• Visual merchandising in retail</li><li>• Planning and merchandising process</li><li>• Developing Merchandise Plans</li><li>• Implementing Merchandise Plans</li><li>• Financial Merchandise Management</li></ul>	

<ul style="list-style-type: none"> <li>Employee Management in Retail Network</li> </ul>	
<b>Module V Retail Logistics</b>	<b>20</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>Retail Supply Chain Management: Theoretical Perspectives</li> <li>Differences in logistics ‘culture’ in International Markets</li> <li>Consumer Choice and Retail formats</li> <li>Logistics cost Structures</li> <li>The Internationalization of Logistics Practice</li> <li>Strategic sourcing and procurement</li> <li>Cross docking</li> </ul>	
<b>Module VI Role of technology In Global Retailing Business</b>	<b>20</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>E-tailing,</li> <li>Pure click retailing,</li> <li>Role of RFID technology in retailing,</li> <li>Business Intelligence Tools for Retail</li> <li>Role of Information Technology in International Retail</li> </ul>	

**Pedagogy for Course Delivery:** This class will be taught using a mix of theory and the case method. In addition to assigning the case studies, the course instructor will spend considerable time helping you understand the concept of challenges faced by the international retailers in developing economies and the strategies to overcome the same.

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
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:**

- Levy Michael, Weitz A Warton. ,2009 *Retail Management*,7<sup>th</sup> ed., Tata Mcgraw Hill, India
- Berman Barry, Evans Joel., 2010., *Retail management* ,10<sup>th</sup> ed., Pearson, India
- Bajaj Chetan, Tuli Rajnish, Srinivasan Nidhi, 2005 *Retail Management*,1<sup>st</sup> ed., Oxford, India
- Pradhan Swapna ,2010, *Retailing management* , 3<sup>rd</sup> ed.,Mcgraw –Hill, India
- Hasty Ron, Reardon James, 1997 *Retail Managemet*,1<sup>st</sup> ed.,Irwin Mcgraw Hill, India

**Journals:**

- Journal of Retailing
- International Journal of Retail & Distribution Management
- Harvard Business Review
- Knowledge @ Wharton

**Any other study material:**

- Retail-Organized Vs Unorganized or co-existence of Organized & Unorganized, Zee Research Group, 2011
- Retail Sector in India: Issues & challenges, International Journal of Multidisciplinary Research, May 2012
- Deloitte Global Powers of Retailing, 2013