

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Fifth Year M.B.A. (SEM – X)
KS_M_M_59
Retail Management (Marketing Elective)

3 credit course

Objective:

Retailing being an integral part of value chain in the organization, it becomes imperative to expose students to the modern retailing concept. Also, the business environment is changing very fast in emerging economies which increase the significance of understanding retailing activity. Retail has been awarded industry status in India therefore one must understand the various strategies a retail firm must use for survival and growth.

Module – I

[20%]

- Introduction to Organized Retail
- Role relevance and trends in retail
- Theories of Retail Development, Retail Life Cycle
- Indian & global Retail Scenario
- Key drivers of growth, FDI policy for Retail
- Retail formats
- Shopper profile
- Rural Retailing

Module – II

[20%]

- Retail Location Strategy – Trading area analysis and Site Selection
- Organization Structure and HRM in Retail
- Financial Management in Retail – Inventory valuation, Merchandise forecasting and budgeting, control systems

Module – III

[20%]

- Merchandising Management – Merchandise plans, Category Management, Product/ Service Mix, Private label Strategy, Visual Merchandising
- Retail Buying
- Store layout and Design
- Atmospheric

Module – IV

[20%]

- Retail Pricing Strategy
- Retail Promotion Strategy
- Store Operations
- Store Loyalty

Module – V**[20%]**

- Supply chain and Logistics Management
- Retail Information System
- Franchising
- Technology in Retail

No of lectures in semester: Approximately 40 to 45 hours**Assignments:** Minimum 3 Assignments**Evaluation Pattern:**

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Retail Management – Chetan Bajaj, Tuli and Srivastava – Oxford
- Retail Management -Swapna Pradhan
- Managing Retailing : Text and Cases -,P.K.Sinha and D.P.Uniyal– Oxford
- Retail Management – A strategic Approach : Barry Berman and Joel Evans- Pearson