Name of the Programme: MBA
Course Code: MGA-607
Title of the course: Retail Management
Number of credits: 2
Effective from: 2022-23

Prerequisites for the course:	NIL	
Objective:	To enable the participants to manage a retail outlet.	
Content:	**Unit I: Introduction to Retailing** Retailing – Role, Relevance, functions and trends, Retail organization structure, Merchandise mix, Retail formats, methods of customer interaction, Retail in India and Global, Retail customer, Retail market segmentation,Evaluating retail performance.	5 hours
	Unit II: Store Location and Layout Retail Location Strategies and Decisions, Types of Retail Locations, Site Selection Analysis, Estimate of Store Sales, Retail Location Theories, Location Assessment Procedures, Store Design and Layout, Visual Merchandising, Retail Space Management.	10 hours
	Unit III: CRM and Merchandising Planning, Buying, Procurement CRM in retailing, reviews and feedback mechanism, Merchandise – objectives, acquisition, control, handling, systems, Retail pricing – objectives, approaches and strategies, Promotion in Retailing: Advertising, Sales promotion, Store operations, new retail formats.	15hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Michael Levy, Barton Weitz, Dhruv Grewal; Retailing Management; Tata McGraw Hill; 2021 or Latest Edition. 2. Bajaj, Tuli and Srivastava; Retail Management; Oxford University Press; 2016 or Latest Edition. 3. David Gilbert; Retail Marketing Management; Pearson; 2006 or Latest Edition. 4. Swapna Pradhan; Retail Management: Text and Cases; Tata McGraw Hill; 2020 or Latest Edition 5. Barry Berman, Joel R. Evans, Patrali Chatterjee, and Ritu Srivastava; Retail Management: The strategic approach; Pearson; 2017 or Latest Edition	
Course Outcomes:	At the end of the course, the participants will be able to: • Analyze retail business scenarios and their working mechanisms. • Analyze the merchandising strategies. • Evaluate existing retail outlets.	