

DEPARTMENT OF MANAGEMENT STUDIES

NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI

| COURSE PLAN – PART I | | | |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------|
| Name Of The Programme And Specialization | MBA-MARKETING | | |
| Course Title | RETAIL MANAGEMENT | | |
| Course Code | MB 851 | No. of Credits | 2 |
| Course Code of Pre-requisite subject(s) | MB704-Marketing Management Concepts and Design MB716-Marketing Management Planning and Control | | |
| Session | July/ Oct. 2019 | Section (if, applicable) | A |
| Name of Faculty | Dr.V.J.Siva Kumar Professor | Department | MANAGEMENT STUDIES |
| Email | vjs@nitt.edu | Telephone No. | Phone Office : +91431 2503707 Hand : +9488058971 |
| Name of Course Coordinator(s) (if, applicable) | -NA- | | |
| E-mail | -NA- | Telephone No. | -NA- |
| Course Type | Core course <input type="checkbox"/> | Elective course <input checked="" type="checkbox"/> | |

Syllabus (Approved in BoS)

Unit I: Introduction to Retailing

Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario. Retailing from the International perspective

Unit II: Consumer Behaviour in the retail context

Buying decision process and its implication to retailing – influence of group and individual factors. Customer shopping behaviour Customer service satisfaction. Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis.

Unit III: Retail Operations

Choice of Store location – Influencing - Factors Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Store Layout and visual merchandising – Store designing – space planning. Retail Operations: Inventory management – Merchandise Management – Category Management.

Unit IV: Retail marketing mix

An Introduction. Retail marketing mix: Product – Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Retail marketing mix: Pricing – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Retail marketing mix: Place – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Retail marketing mix: Promotion – Setting objectives – communication effects - promotional mix. Human Resource Management in Retailing – Manpower planning – recruitment and training – compensation – performance appraisal.

Unit V: Non store retailing

The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

Text Book:

Michael Levy, Barton A Weitz and Ajay Pandit, “Retailing Management” 6th edition, McGraw Hill publishing house, 2008.

Swapna Pradhan, “Retail Merchandising”, McGraw Gill Publishing house, 2010.

Course Objectives:

To introduce the participants to the organized retail industry and to provide them with a overall view of the retail environment and the real life exposure with case studies from international retailers.

MAPPING OF CoS with PoS

| Course Outcomes | Programme Outcomes (PO) (Enter Numbers Only) |
|------------------------------------------------------------|----------------------------------------------|
| 1. To be well versed in the retail environment | 1,2 & 3 |
| 2. To know the latest retail formats and their performance | 2,3,4 & 6 |
| 3. To manage the pricing in retail | 2,3,4 & 6 |

| | |
|-----------------------------------------------------|-----------|
| network | |
| 4. To know the customer behavior in retail business | 2,3,4 & 7 |
| 5. To understand the legal aspects in retailing | 2,3,4 & 7 |

COURSE PLAN – PART II

COURSE OVERVIEW

Retailing provides the fundamental principles of retailing and their application in small, medium-sized, and large stores. Topics include store location, layout, and organization; consumer behaviour, information technology in retailing, pricing and customer relationships; merchandising; strategies to gain a competitive edge in the local and global marketplace and legal aspects of retail business.

COURSE TEACHING AND LEARNING ACTIVITIES

| S.No | Week/Contact Hours (3 Hrs. per Week) | Topic | Mode of Delivery |
|------|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| 1 | Week 1 | Retailing-Introduction - Retailing- Definition, Functions ,Types and Forms of retailing based on ownership - Retail theories | Power point Presentation; Lecture |
| 2 | Week 2 | Wheel of Retailing – Retail life cycle - Retailing in India – Influencing factors, Present retail scenario | Power point Presentation; Lecture |
| 3 | Week 3 | Retailing from the International perspective - Buying decision process - | Article Discussions, Lecture |
| 4 | Week 4 | Customer shopping behavior Customer service Satisfaction - Retail planning process | Power point Presentation; Lecture |
| 5 | Week 5 | Preparing a complete business plan – implementation – risk analysis - Choice of Store location: Factors Market area analysis-Trade area analysis- Site evaluation - | Power point Presentation; Lecture |
| 6 | Week 6 | Retail Operations: Store Layout and visual merchandising – Store designing – space planning - Retail Operations: Inventory management – Merchandise Management – Category Management. | Power point Presentation; Lecture |
| 7 | Week 7 | Cycle Test for IV Trimester / MBA | |
| 8 | Week 8 | Retail marketing mix- Introduction - Pricing: Price sensitivity - Value pricing – Markdown pricing - | Power point Presentation; Lecture |

| | | | |
|----|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| 9 | Week 9 | Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies - Promotion: promotional mix | Cases Analysis, Power point Presentation; Lecture |
| 10 | Week 10 | Human Resource Management in Retailing, Information Technology in retailing | Article Discussions, Power point Presentation; Lecture |
| 11 | Week 11 | Customer database management system, Legal aspects in retailing, Social issues in retailing. Ethical issues in retailing | Article Discussions, Power point Presentation; Lecture |
| 12 | Week 12 | Trimester Begins | |

COURSE ASSESSMENT METHODS (shall range from 4 to 6)

| S.No | Mode of Assessment | Week/Date | Duration | % Weightage |
|------|----------------------------------------------------|---------------------------|----------|-------------|
| 1 | One Cycle Test | 7 th week | 1.5 Hr. | 25 |
| 2 | Case Study Presentation | Through-out of the Course | 1 Hr. | 15 |
| 3 | Assignments-Both Soft and hard Copy & Presentation | Week 8 | | 10 |
| CPA | Compensation Assessment* | | | |
| 4 | Final Assessment * | Oct' 2019 | | 50 |

***mandatory; refer to guidelines on page 5**

COURSE EXIT SURVEY (mention the ways in which the feedback about the course shall be assessed)

Feedback will be received from Students – Through Survey Method

COURSE POLICY (preferred mode of correspondence with students, compensation assessment policy to be specified)

- Retest will be conducted only to the student who got prior permission for the absence before the test
- Assignment late submission will not be allotted any marks

MODE OF CORRESPONDENCE (email/ phone etc)

Mail ID: vjs@nitt.edu

COMPENSATION ASSESSMENT POLICY*

* Refer to guidelines on page 5

ATTENDANCE POLICY (A uniform attendance policy as specified below shall be followed)

- **At least 75% attendance in each course is mandatory.**
- **A maximum of 10% shall be allowed under On Duty (OD) category.**
- Students with **less than 65% of attendance** shall be prevented from writing the final assessment and **shall be awarded 'V' grade.**

ACADEMIC DISHONESTY & PLAGIARISM

- Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty.
- Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark.
- The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office.

The above policy against academic dishonesty shall be applicable for all the programmes.

ADDITIONAL INFORMATION

FOR APPROVAL

Course Faculty _____ CC-Chairperson _____ HOD

Guidelines:

- a) The number of assessments for a course shall range from 4 to 6.

- b) Every course shall have a final assessment on the entire syllabus with at least 30% weightage.
- c) One compensation assessment for absentees in assessments (other than final assessment) is mandatory. Only genuine cases of absence shall be considered.
- d) The passing minimum shall be as per the regulations.

| B.Tech. Admitted in | | | | P.G. |
|----------------------------------------------|------|----------------------------------------------|------|------|
| 2018 | 2017 | 2016 | 2015 | |
| 35% or class average/2 whichever is greater. | | Peak/3 or class average/2 whichever is lower | | 40% |

- e) Attendance policy and the policy on academic dishonesty & plagiarism by students are uniform for all the courses.
- f) Absolute grading policy shall be incorporated if the number of students per course is less than 10.
- g) Necessary care shall be taken to ensure that the course plan is reasonable and is objective.