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| **BBA 612: Retail Management** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The Objective of this paper is to Familiarize the students with organized retail and, the value it creates. The strategic and operational decision-making processes in the organized retail. Relate the supply chain activities which create the value in the organized retail industry

# Course Outcomes:

CO1. Understand the functions of retail business and various retail formats and retail channels

CO2. Understand the difference between Retail and Manufacturing Supply Chain

CO3. Understand, key drivers of retail supply chain and how to select a retail store location

CO4. Analyze Retail Market and Financial Strategy including product pricing

CO5. Integrate the various Supply Chain partners and how to collaborate with them.

CO6. Exposure to the retail marketing environment.

**Course Content –**

**Unit - 1**

Retailing: Role, Relevance and Trends - Introduction to retailing - Types of Retailing,

Characteristics of Retailing, Functions and activities of Retailing. Emergence and growth of Retailing in India, FDI in Indian Retailing.

**Unit - 2**

Traditional retail formats – cooperatives and Government and Modern Retail formats in India; Emergence of Malls in India; Franchising – Types of Franchising, Advantages and disadvantages of franchising; legal issues in franchising in India.

**Unit – 3**

. Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail.

**Unit – 4**

Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.

**Unit – 5**

Store layout, significance of Store layout, types of store layout, layout selection – Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.

**Unit - 6**

Role and functions of channels of distribution, selecting channel Members – Criteria; Motivating the Channel participants, controlling channel participant, Managing Channel Conflicts, Physical Distribution System.

**Text and Reference Books-**

1. Sapna Pradhan, Retailing Management, Text and Cases, 3rd Ed, TMH Education Pvt. Ltd. New Delhi, 2011.
2. 2. Ayers, James B., Odegaard, Marry A., Retail Supply Chain Management; Auerbach Publications, 2008
3. 3. Chetan Bajaj, Retail Management
4. 4. Cases in Management, R.Srinivasan, R.K.Srivastava, Biztantra, 2012.
5. 5. Berman & Evans, Retail Management, TMH, 2007