

MBA 341: RETAIL SCIENCE

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- To give a detailed overview of the Retailing Industry in India.
- To familiarize the students with the practices related to retailing.
- Making the students understand the importance of retailing in current context.
- To make them aware about models of retailing.
- Describing in detail the differences between online and offline retail.
- To discuss the latest trends prevalent in the retail industry.

Hours: 40

Unit-I (10 Hrs):

New dimensions of retail sale, Developing and Sustaining Relationship in Retailing, Organized Vs Unorganized Retailing, Contemporary Retail Strategies, Changing retail landscape-Impact of Socio-cultural, Demographic, Economic variables, Trading Area Analysis, Store Location and Site, Retail Buying Strategies.

Unit-II (10 Hrs):

Retail Aesthetics, Store Atmospherics- moments of truth, physical evidence, Store Design, Store Fittings, Management of Floor space; Visual Merchandising, Product Range Management, Consumerism. Ethics in Retailing, Multichannel Retailing, Impact of Retailing on Human Resource and Career growth in Retailing.


Unit-III (10 Hrs):

Financial Objectives and Dimensions, GMROI, Strategic Profit Model, Success of Private Labels Brands and its role the success of Retail Store.

Unit-IV (10 Hrs): Corporate Social Responsibility, Retail Research and Audit, Insurance, Consumer Protection Act, Torts Harassment, Health, Safety, Security Hazards – Material, Equipment's, Cash, Pilferage, External Threats, Safety Gadget.

Text and Reference Books

1. Retail Management: A Strategic Approach, Barry Berman & Joel R. Evans PHI, 2007, 11th Ed.
2. Retailing Marketing, Dravid Gilbert, Prentice Hall - Pearson Education 2007, 2nd Ed.
3. Retail Management, Gibson G. Vedamani, Jaico Publishing House 2004, 9th Ed.
4. Retailing Management, Michael Levy, Barton A. Weitz & Ajay Pandit., TMH 2008, 2nd Ed.


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