

MBA442: MERCHANDISING AND MALL MANAGEMENT

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 Objective:

- Detailed outline of Malls and its design and retail components.
- Special emphasis is given to the practical aspects.
- To impart skills necessary for taking up positions in Mall administration.

Hours: 40

UNIT I (10 Hrs): Merchandise Assortments, Role and Responsibilities of Merchandiser, Forecasting Sales, Developing Assortment Plans, Merchandising Planning System: Stale Merchandise, Fashion Merchandise, Bin Management, Beginning of the Month (BOM), End of the Month (EOM) Merchandiser Skills and Profile

UNIT II (10 Hrs): Buying Merchandising: Methods of Planning and Calculating, Merchandise Sourcing & Allocation, Evaluating Merchandise Performance, Multiple Attribute Methods and Category Management

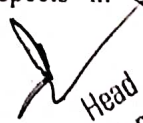
UNIT III (10 Hrs): Inventory Levels, Fashion, Season, Theme, Pattern, Support Services, Merchandise Budget, Vendor Negotiating in Purchase, In Store Merchandise Handling, Buying for Chain Stores, Non Store, Single/Independent Store, Visual Merchandising and its Role, Shrinkages

UNIT IV (10 Hrs): Introduction to Malls: History, Types, Growth, Dynamics, Concepts in Mall Design, Site Selection, Market Analysis, Commercial Lease, Tenant Mix, Maintenance Management

Entertainment in Shopping, Shopping Centres, Aspects in Security, Aspects in Quality Management, Quantifying Mall Performance


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Suggested Readings:

1. Mall Management, Abhijit Das: - Taxmann's, 2006, 2nd Ed.
2. Retail Management, Barry Berman & Joel R. Evans: A Strategic Approach, PHI 2007, 11th Ed.
3. Retailing Marketing, David Gilbert: Prentice Hall Pearson Education, 2007, 2nd Ed.
4. Retail Management, Gibson G. Vedamani: Jaico Publishing House, 2004, 9th Ed.
5. Retailing Management Michael Levy, Barton A Weitz & Ajay Pandit: - TMH, 2008, 2nd Ed.
6. Retailing Management- Swapna Pradhan: TMH, 2009, 3rd Ed.

Course Outcomes:

- Develop skill to manage the products in retail store.
- Develop detail understanding of merchandising & its importance
- Prepare to make merchandise plan.
- To enable to procure right merchandise
- Able to perform categorization in the merchandise
- Comprehend the mall architecture and mall project handling
- Selecting the mall locations and identify the catchment areas

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions



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