

RETAIL MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Elective	19BBA606	Retail Management	3	30	70	2 ½ Hours

COURSE OBJECTIVES

Retail business in India is booming, and has been prospering fast. Course contents of the course 'Retailing' contains some important topics of both retailing. The paper is useful for the students to be aware of the most crucial areas of marketing operations. The paper will help the student to develop necessary marketing knowledge and skills that will help them build their career in these fields.

COURSE CONTENT

Unit - 1	Introduction To Retail Business
	Meaning -retail, retailer and retailing, historical evolution, key features, importance, drivers of retail change, role of retailer as a link between producer and consumer, as a channel member and as an image creator, challenges to retail development in India.
Unit – 2	Key Decisions
	Retail modes – types / formats, Retail consumer behaviour – need, understanding and factors affecting. Retail strategy formulation- concept and steps, Retail store location – decision and factors.
Unit - 3	Merchandise Management
	Merchandise management – concepts and steps Visual Merchandizing – Retail store design (Interior and Exterior store design) Retail Decisions- Retail price, Retail brand, Retail Communication/Promotion, Supply chain Management – concept and nature.
Unit – 4	Some Issues Relating To Retailing Business
	Service Retailing – Concept, Nature / characteristics of service, service marketing strategies. FDI in Retailing – Single and Multi -brand retailing. Short Notes – Food retail, apparel retail, footwear retail and consumer durables.

REFERENCES

- Swapna Pradhan: Retailing Management – Text and cases, 4th Edition, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Arif Sheikh and Kaneez Fatima: Retail Management, Himalaya Publishing House, Mumbai, 2014.
- Harjit Singh: Retail Management, S. Chand Publication, New Delhi.
- V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
- R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
- Berman & Evarv: Retail Management, Prentice Hall of India, New Delhi.
- Internet Sources