

# **B.Com S-01 Retail Management ( Skill Basked Elective Course in 2<sup>nd</sup> & 3<sup>rd</sup> Year)**

## **Block 01 An Overview of Retailing Environment**

### **Unit 1 : Introduction to Retailing**

Introduction, what does the retailing industry include, the importance of retailing, emerging trends in retailing.

### **Unit 2 : Evolution of Retail Environment**

Introduction, industry dynamics, technology in retailing, multichannel retailing and other emerging trends.

### **Unit 3 : Formats of Retailing**

Introduction, classification of retail formats. Impact of economic liberalization. Types of chain stores in Indian context

### **Unit 4 : Understanding the Retail Customer**

Understanding retail concepts: an overview, retail activities, retail customer behavior and role of service in retailing, consumer behavior patterns, factors affecting consumer decision-making process, stages of consumer decision process, types of consumer decision-making process, influence of situational variables of shopping behavior, consumer images of retail stores, a sample of a customer profile and analysis.

## **Block 02 Retail Planning and Development**

### **Unit 5 : Marketing Research for Retailing**

Introduction, goals of consumer research, the process of marketing research in retailing, statistical tools for marketing research: an illustration, modeling and researching consumer behaviour.

### **Unit 6 : Strategic Retail Planning Process**

Introduction, steps of the strategic planning process, importance of cost effective delivery of planning, role values scan and business culture, areas of influence determining strategic planning, situation analysis-identification of current issues, strategy development, corporate level strategy, strategic problem solving diagnostic model, performance audit

### **Unit 7 : Locational Decisions**

Introduction, importance of locational decisional in retailing, aspects of locational decisions and influencing factors, evaluation of factors for location of the store, nature of retail locations, unplanned market nature of consumer goods and location decision area, techniques for locational assessment and retail location theories.

## Unit 8 : Growth Strategies

Introduction, what are the key growth imperatives and enablers? The need for strategy formulation, organizational objectives driven by planning, strategic options available to retailers for exploring opportunities, the Indian context of retailing, significance of category management as a strategic tool, role promotional mix in retail strategy, services retailing: a growth area.

## **Block 03 Retail Mix**

### Unit 9 : Product Merchandise

Introduction, merchandising, objectives of merchandising, type of merchandise, category, category captains, private vs. national brands, quality as a parameter of merchandising, merchandise mix factors affecting merchandise mix decisions, merchandise logistics, supply chain management.

### Unit 10 : Pricing

Introduction, external influences on retail pricing strategy, retail pricing objectives, retail pricing approaches, retail pricing strategies, tactics for fine tuning the base price, setting retail prices, methods for setting retail prices, role of price elasticity and sensitivity-consumer responsiveness to prices,

### Unit 11 : Promotion and Communication Mix

Introduction, reasons governing the change in customer attitude, retail marketing communicating communication, basic tasks of communication, integrated marketing communication: the concept, steps for designing effective IMC strategy, positioning of a retail store, store atmosphere and visual merchandising, retail promotions, promotional objectives, types of sales promotions sales promotion strategies, role of sales person in retail promotion.

### Unit 12 : Atmospheric

Introduction, importance of atmospheric planning, key components of retail atmospheric, visual merchandising in India, store space management, retail performance measures, atmospheric in the context of internet retailing.

## **Block 04 Retail Operations**

### Unit 13 : Sourcing/ Financial Management Issues in Retailing

Introduction, the sourcing process, factors affecting international sourcing decisions, factors influencing negotiation for sourcing of merchandise, vendor relationship marketing, warehousing/stocking of merchandise, how much to order and when? Shrinkage, impact of life cycle on sourcing, allocating merchandise to stores, merchandise performance, critical analysis of the vendors, understanding the factors and the implications, structure of financial accounting, role of financial management in retailing, structure of financial accounting, key issues in financial management, key learning from the budgeting activities, strategy panning, performance measures and audit in retailing.

#### Unit 14 : Organization Structure and Management of Human Resources

Introduction, human resource management in retailing, strategic objectives of human resource management in retail, factors influencing designing of organizational structure, human resource for Indian retail scenario, human resource aspects in retailing human resource functions in retailing, tasks performed in a retail firm, organizational charts, long-term and short-term hr planning, part time employment, human resource recruitment, recruitment policy, role of references, interviews, sources of job applicants orientation, motivation, motivating employee through job enrichment.

#### Unit 15 : CRM- Customer Relationship Marketing

Introduction, the evolution of customer relationship marketing, strategies of customer relationship marketing in retailing industry, customer relationship marketing, (CRM) in organized unorganized retail sector, establishing loyalty programmes.

#### Unit 16 : Monitoring and Controlling Retail Operations

Introduction, merchandise decision matrix, merchandise management in organized retail category management, merchandise planning: the key in category management, measuring profitability in retail operations, monitoring performance in retail operations, maintaining uniformity across retail chains.

### **Block 05 Issues Impacting Retail Business in India**

#### Unit 17 : Legal and Security Issues in Retail

Introduction, the existing legal issues affecting retailing in India, the legal acts applicable to the industry, security issues in retailing, new trends in security-retailing.

#### Unit 18 : Ethical Dimensions

Introduction, ethical standards, ethical codes, responsibility of a retailer and right of a customer, acceptable ethics that must be practices by a retail executive.

#### Unit 19 : Technology in Retailing

Introduction, need for technology, applications of technology in various areas of retailing, factors influencing selection of technology latest trends of technology in retailing, precautions while handling technology in retail.

#### Unit 20 : Non-Store Retailing

Introduction, types of non-store retailers internet retailing, catalog retailing, direct selling, TV home Shopping, vending machines (automatic retailing).