

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

**B.COM DEGREE**

**SYLLABUS**

(Effective from the academic year 2019 – 2020)

**RETAIL MANAGEMENT**

**CODE: 19CM/ME/RM45**

**CREDITS: 5**

**L T P: 5 0 0**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To provide students the knowledge of contemporary retail management issues
- To give a clear understanding on the concepts of retailing
- To provide students an understanding of the functioning of a retail industry

**COURSE LEARNING OUTCOMES**

On successful completion of the course, students will be able to

- Utilise the concepts of retail management in practice
- Cope with challenges of Retail markets
- Understand the techniques of resource utilisation
- Analyse store location, merchandising, products and pricing

**Unit 1**

**Introduction to Retailing**

**(12 Hours)**

- 1.1 Meaning, Definition of Retailing, Growing Importance of Retail Concept
- 1.2 Dynamic Nature of Retailing-Theories
- 1.3 Retail Formats
- 1.4 Retail Business in India-Influencing Factors, Present Indian Retail Scenario

**Unit 2**

**Retail Marketing Mix**

**(12 Hours)**

- 2.1 Product-Decisions related to Choice of Goods, Delivery of Service
- 2.2 Pricing-Influencing Factors, Approaches to Pricing
- 2.3 Supply Channel –Principles and Retail Logistics
- 2.4 Promotion-Objectives and Promotional Mix

**Unit 3**

**Retail Operations**

**(15 Hours)**

- 3.1 Factors Influencing Location of Stores
- 3.2 Stores Layout and Visual Merchandising- Stores Designing, Spaces Planning and Inventory Management
- 3.3 Merchandise Management- Need, Importance and Process, Skill and Profile of a Merchandiser

#### **Unit 4**

##### **Consumer Behaviour in Retail Business**

**(15 Hours)**

- 4.1 Buying Decision Process and Implication on Retailing
- 4.2 Influence of Group and Individual Factors
- 4.3 Customer Shopping Behaviour- Customer Service and Customer Satisfaction

#### **Unit 5**

##### **Emerging Trends in Retailing**

**(11 Hours)**

- 5.1 Changing Nature of Retailing
- 5.2 Organised Retailing, Modern Retailing and E-Tailing
- 5.3 Challenges faced by Retail Sector-Legal Aspects in Retailing, Social and Ethical Issues in Retailing

#### **BOOKS FOR STUDY**

David Gilbert , *Retail Marketing* New Delhi, Prentice Hall of India Pvt ltd, latest edition

Barry Bermans and Joel Evans, *Retail Management- A Strategic Approach* Prentice Hall, edition

Tiwari.T.S, *Retail Management*, Himalaya Publishing House

#### **BOOKS FOR REFERENCE**

Chetan Bajaj,*Retail Management*, Oxford Publication

Michael Levy and Barton A Weitz, *Retailing Management*, Tata Mc Graw Hill, New Delhi, latest edition

Natarajan, *Retail Marketing*, Margham Publication, Chennai, latest edition

Uniyal and Sinha, *Retail Management*, Oxford Publication

**NOTE:** Latest edition of Books to be used

#### **JOURNALS**

Journal of Retailing- Elsevier

International Journal of Retailing and Distribution Management

International Journal of Retailing Management and Research

The International Review of Retail, Distribution and Consumer Behaviour

#### **WEB RESOURCES**

[www.managementstudyguide.com/retail-management](http://www.managementstudyguide.com/retail-management)

[www.knowthis.com/retailing](http://www.knowthis.com/retailing)

[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

## **PATTERN OF ASSESSMENT**

**Continuous Assessment Test: Total Marks: 50**

**Duration: 90 minutes**

Section A- 7x2 =14 Marks(no choice)

Section B- 2x8 =16 Marks(from a choice of three)

Section C- 1x20= 20 Marks(from a choice of two)

**Other Components: Total Marks: 50**

Seminars/Quiz/Group Discussions/Assignments/Class Presentation

**End Semester Examination: Total Marks: 100**

**Duration: 3 hours**

Section A- 10x2 =20 Marks (no choice- Max 30 words)

Section B- 5x8 =40Marks (from a choice of seven- Max 500 words)

Section C- 2x20= 40Marks (from a choice of four- Max 1200 words)