

Retail Management

Skill Based Elective – I

(Semester – III)

Communication & Office Automation Tools

Unit I

Basic Communication

Communication as Sharing - Context & Medium of Communication - Barriers to Communication - Characteristics of Communication: Accuracy, Brevity, Clarity and Appropriateness

Unit II

Listening & Speaking

Needs & Advantages of Listening - Active & Passive Listening - Elements of Active Listening Coherence of Listening with Reading - Coherence of Listening with Speaking - Features of effective Speech - Role Play - Conversation building - Topic Presentation - Group Discussions

Unit III

Reading & Writing

Comprehension of Technical and Non-Technical Material – Skimming- Scanning- Inferring Guessing - Developing Vocabulary -Predicting and Responding – Group Pcticing - Writing Effective Sentences- Cohesive Writing - Clarity and Conciseness in Writing - Resumes & Job Applications - Report Writing – Formal / Informal Reports - Letter Writing – Formal & Informal- Memoranda - Notice / Instruction - Business letters

Unit IV

Ms- Office

Introduction to Ms-Word & User Utilities - **MS- Excel** - Introduction to Spreadsheet & other utilities - **MS-Power Point** - Power Point.

Unit IV

Accounting Packages

Introduction to Accounting Packages – Need & Advantages – Tally – Tally Overview – Accounting through Tally – Reports using Tally – Introduction & Overview of other Accounting Packages.

References

Basic Communication Skills - By P.Kiranmai Dutt & Geetha Rajeevan , 2000
Business Scenarios – By Heidi Schultz,Ph.D., 2005

Skill Based Elective II
Retail Marketing

(Semester – IV)

Unit I

Definition and Scope of Retailing – Growth of Retailing Industry – Characteristics of Retailing – Functions of Retailing – Activities of Retailers – Trends in Retail Formats – Classification of Retailers – Importance of Retail Sector - Retailing Scenario at Global and Indian Context.

Unit II

Retail Marketing – Developing & Managing the Retail Marketing Mix - Segmenting, Targeting – Positioning – Consumer Behavior in the Retail Context - Importance of Location Decision – Retail Location Theories.

Unit III

Merchandising Management Planning in Retailing – Product Management – Brand Management and Retailing.

Unit IV

Retail Pricing – External influences on Retail Pricing – Retail Pricing Objectives – Consumer responsiveness to Prices.

Unit V

Retail Promotion – Selection of Promotion Mix Advertising – Media Selection Sales Promotion Personal Selling – Publicity – Relationship Marketing in Retailing.

References

Retail Management By Balaji Tuli Srivastava, 2005

Implementation overview of retail management

Unit I

The Domain of Retailing

Retailing – Definition & Development - Utilities of Retailing - History of Retailing - Theories of Retail Development - Retail Management Process - Case Study: Food World – A: Market Entry Strategy

Unit II

Shopping and Shoppers

Concept of Shopping - Shopping Process - Shopping Behavior - Demographics of Indian Shoppers - Value and Lifestyle Profile of Indian Shoppers - Media graphics of Indian Shoppers- Behavior-based Segmentation - Attitude-/Orientation-based Segmentation - Shopping Patterns in India

Unit III

Retail Formats

Classification of Formats - Other Retailing Formats - Value-based Model of Format Choice – The Process of Deciding Location - Methods of Estimating Demand.

Unit IV

Store Layout and Design

Objectives of Layout and Design - Elements of Store Layout - Planning and Circulation - Storefronts and Entrances - Merchandise Display - Materials and Finishes Lighting, Music & Graphics, Case Study.

Unit V

Case Studies

References

Managing Retailing – By Piyushkumar Sinha & Dwarika Psad Uniyal, 2003

Personal selling & sales force management

Unit I

Pricing Decision Framework - Customer Demand – Costs - Corporate Objectives & Competitor Reactions - Government Policy - Barriers in the Industry - Pricing Methods & Pricing Strategies

Unit II

Introduction to Marketing Communication - Marketing Communications and Promotions - The Marketing Communications Process - The Promotion Mix

Unit III

Growing Significance of Sales Promotion - Objectives of Consumer-Oriented Sales Promotion Programmes - Trade Promotion - Planning Sales Promotion Programmes

Unit IV

Personal Selling – Introduction - Personality and Motivation Profile of an Effective Salesperson - Role of a Salesperson - Selling Theories - Selling Process and the Skills Required - Sales Force Management – Introduction - Role of Sales Managers - Functions of Th : 3 hrs ; P : 6 hrs ; Tst : 1 hr Case Studies using customized tools & Run time Methodologies.

References

Marketing – By Dhruv Grewal & Michael Levy, 2002

Marketing and Sales – By Rajan Saxena.,2004

Strategic Perspectives of Retail Management

Unit I

Point of Purchase Communication

Internal Communication - Role of Packaging - Designing PoP Communication

Case Studies;

Khodiyar Kirana Store
Lady Grace
Variety Shop
Book Store

Unit II

Establishing a Pricing Strategy

Factors Affecting Pricing Decisions
Price Setting
Reference Price

Unit III

Category Management

Factors Affecting the Growth of Category Management
Category Management Process
Case Study: Girish Food Store

Unit IV

Building Store Loyalty

Store Choice Behaviour of Shoppers

Store Loyalty and Patronage
Case Study: Crossword- Customer Relationship Management

Unit V

Case Studies – Retailing in other countries

References

Managing Retailing – By Piyushkumar Sinha & Dwarika Psad Uniyal, 2003

Supply Chain Management

Unit I

Strategic framework of supply chains - Understanding the supply chain – Supply chain performance - Achieving Strategic fit and scope – Supply chain Drivers and Obstacles.

Unit II

Planning demand and Supply in a supply chain. Demand forecasting in a supply chain – Aggregate planning in a supply chain – Planning Supply and Demand in a supply chain: Managing predictable variability.

Unit III

Planning and managing inventories in a supply chain. Managing Economies of scale in a supply chain: Cycle inventory – Managing uncertainty in a supply chain: Safety Inventory – Determining Optimal level of product availability.

Unit IV

Transportation, Network design and Information technology in a supply chain. Transportation in a supply chain – Facility decisions: Network Design in a supply chain – Information Technology in a supply chain.

Unit V

Coordination in a supply chain – E-business and the supply chain – Financial evaluation of supply chain decisions.

References

Supply Chain Management Strategy, Planning and Operation - By Sunil ChoP & Peter Meindl, 2004