

Course Code	COM3MN208				
Course Title	<b>RETAIL BUSINESS MANAGEMENT</b>				
Type of Course	MINOR				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	Students should know about the basic concepts of marketing				
Course Summary	By the end of this course, students will comprehend the fundamental principles and dynamics of retailing, distinguishing between organized and unorganized retail formats, and understanding the retail life cycle, challenges, and opportunities in the Indian context. They will also develop a comprehensive understanding of consumer behavior in retail settings, the significance of store formats, pricing strategies, and the integration of technology in retail decision-making processes.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Gain a comprehensive understanding of the retail industry, including its role, classification, growth patterns, and challenges, with a focus on the	U	C	Examination Assignment

	Indian context.			
CO2	Develop proficiency in analyzing factors influencing consumer behavior in retail settings, identifying various types of retail stores, and evaluating location, positioning, and visual merchandising strategies.	Ap	P	Examination Assignment Case analysis
	Demonstrate competence in formulating retail pricing policies, implementing pricing strategies, and designing effective sales promotion campaigns, while also understanding the role of technology and ethical considerations in retail decision-making processes.	Ap	P	Case Study Project

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
Metacognitive Knowledge (M)

Module	Unit	Content	Hrs
I		<b>THE RETAIL FUNCTION</b>	10
		1.1 Introduction to Retailing – Role of Retailing 1.2 Organised vs Un-organised Retailing – Classification of Retail Stores – Growth of Retail Formats – Observation Study on Mall Management (Mall Visit Required) – Retail Life Cycle 1.3 An Overview of Retail Industry in India – Problems & Prospects of Retailing in India 1.4 Multi-Channel Retailing – Franchising – Non-Store Retailing Indian Scenario 1.5 Functions of Retailing	
II		<b>UNDERSTANDING RETAIL CONSUMERS &amp; STORE FORMATS</b>	10
		2.1 Factors Influencing Retail Shopper 2.2 Types of Retail Stores 2.3 Factors affecting Retail Location – Location Analysis - 2.4 Store Positioning – Store Design & Visual Merchandising	

III		<b>RETAIL PRICING AND PROMOTION</b>	12
		3.1 Retail Pricing – Pricing Policies – Factors Influencing Pricing – Elements of Retail Price 3.2 Price Sensitivity and Mark Down Policy 3.3 Retail Pricing Strategies – Every Day Low Pricing (EDLP) – Discussion on Retail Pricing Strategies of Major Retail Groups in India – Case Studies 3.4 Retail Sales Promotion Strategies	
IV		<b>TECHNOLOGY AND RETAIL DECISIONS</b>	13
		4.1 Integrated Systems & Networking - EDI 4.2 Bar Coding – RFID – Its Applications in Retailing 4.3 Electronic Retailing – Role of Online Retailing 4.4 Consumerism & Ethics in Retailing	
V		<b>Open Ended Module</b>	30
		1. Assign students to conduct a SWOT analysis of various retail businesses. They can analyze factors such as location, product assortment, pricing strategy, customer service, and competition. Students should identify key insights and propose strategies based on their analysis. 2. Divide students into groups and assign each group a specific retail market segment. Students should conduct market research to understand consumer preferences, market trends, competitive landscape, and growth opportunities within their assigned segment. They can present their findings and recommendations to the class.	

## References:

1. Chetan Bajaj, Rajnish Thuli, Nidhi Varma Srivastava – Retail Management – Oxford Publishing, India
2. Michael Levy, Barton Weitz, Retail Management, McGraw Hill
3. Barman, Evans & Mathur – Retail Management- A Strategic Approach, Pearson