

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT
MANAGEMENT OF RETAIL BUSINESS**

1. Existing Course Content:

An introduction to Retailing System, Retailing Mix, Social Forces, Economic Forces, Technological Forces, Competitive Forces, Retailing Definition, structure, Different formats, Marketing Concepts in Retailing, Consumer Purchase Behaviour, Cultural and Social group influence on Consumer Purchase Behaviour, Retail Store Location, Traffic Flow Analysis, Population and its Mobility, Exteriors and Layout, Consumer Traffic Flow and Pattern, Creative Display, Merchandise Planning, Stock Turns, Credit Management, Retail Pricing, Return per Sq. ft. of Space, Retail Promotions, Staying ahead of Competition, Supply Chain Management, Warehousing, Role of IT in Supply Chain Management, Franchising, Direct Marketing, Direct Selling, Exclusive Shoppe, Destination Stores, Chain Stores, Discount Stores and other current and Emerging Formats, Issues and Options, Retail Equity, Technology in Retailing, Retailing through the Internet.

2. Topics to be Deleted

Population and its Mobility, Return per Sq. Ft. of Space, Staying ahead of Competition, Role of IT in Supply Chain Management, Direct Marketing, Direct Selling, Exclusive Shoppe, Destination Stores, Chain Stores, Discount Stores and Emerging Formats, Issues and Options.

3. Reasons for Deletion

Some topics are covered as business environment for growth in modern retailing. Some topics are small components of broader topics as suggested for addition.

3. Topics to be Added

Concept of Organized Retailing, Vertical Marketing System, Retail Store Formats, Retail Buying Behaviour, Retail Strategy, Franchising, Merchandise Planning and Management, Retail Marketing and Communication, Customer Service, Human Resources Management, Supply Chain Management

4. Reasons for Addition

The addition will make the syllabus contemporary and complete.

5. Revised Syllabus

Unit-1: Introduction to Retailing

- Social, economic, Technological and Competitive Forces
- Concept of Organized Retailing
- Vertical Marketing System

Unit-2: Retail Store Formats

- Classification based on types of Ownership
- Classification based on Merchandise stored
- Classification based on Channel used
- Classification based on Pricing Strategy
- Classification based on Customer Service
- Multi channel Retailing
- Destination Stores and Parasite Stores

Unit-3: Retail Buying Behaviour

- Social and Cultural Group Influence
- Buying behaviour in retailing context
- Retail Store Image and store loyalty

Unit-4: Retail Strategy

- Concept of Retail Mix
- Growth Strategy for Retailers / Retail Franchisors
- Sustainable Competitive Advantage

Unit-5: Franchising

- Concept of Franchising
- Types of Franchising
- Investigating and Evaluating a Franchise
- Financial Aspects of a Franchise
- Legal Aspects of Franchising
- Managing the Franchise Relationship
- Franchise System Design and Evaluation
- Franchising in India

Unit-6: Retail Store Location

- Retail Store Locations
- Traffic Flow Analysis/ Techniques for Demand Analysis

Unit-7: Merchandise Planning and Management

- Decisions pertaining to Variety & Assortment
- Category Management
- National Brand, Local Brands, Private Labels
- Sourcing Strategies

Unit-8: Pricing Strategies for Retail Business

- Concept of Retail Price
- Elements of Retail Price
- Determining the Price
- Retail Pricing Policies / Strategies
- Markups and Markdowns

Unit-9: Retail Marketing and Communication

- Retail Marketing Mix
- The STP Approach
- The Retail Image
- The Retail Communication Mix
- The Concept of IMC

Unit-10: Customer Service

- Importance of Service in Retail
- CRM and Customer Loyalty

Unit-11: Store Layout

- Exteriors and Frontage
- Interiors and Layouts
- Visual Merchandising

Unit-12: Other Support Functions

- Human Resources Management
- Supply Chain Management

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Suggested References:

1. Pradhan, Swapna (2007), 2nd edition, *Retailing Management: Text & Cases*, Tata-McGraw Hill, New Delhi.
2. Levy, Michael and Barton A. Weitz (2004), 5th edition, *Retailing Management*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Berman, Berry and Evans, 9th edition, *Retail Management: A Strategic Approach*, Pearson Education
4. Nair, Suja, R., (2006), 1st edition, *Retail Management*, Himalaya Publishing House, Mumbai.
5. Sinha, P. K. and D. P. Uniyal, (2007), *Managing Retailin*

DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT

SALES AND SUPPLY CHAIN MANAGEMENT

Objectives :

The basic objective of the course is to provide students with knowledge , skills and attitude to specify , evaluate & utilize information for successful distribution & promotion (sales) of products & Services from producer to consumer / buyer .

Contents :

Nature and scope of sales Management ; setting and formulating personnel selling Objectives ; Personnel selling process – negotiation , customer relationship management ; Recruiting and selecting sales personnel ; Developing and conducting sales training programs , Designing and administering Compensation plans , Supervision of sales men , Motivating sales personnel , sales meetings and sales contests ; Designing territories and allocating sales Efforts ; Objectives and quotas for sales personnel ; Developing and Managing sales evaluation programs ; sales cost and cost analysis .

Distribution , Logistics , supply chain management – Their role in Marketing

Physical distribution & sales

Transportation and physical distribution

Elementary aspects of transportation , Modes of transportation , Transportation costing in relation to marketing , Transportation pricing & carrier liability

Marketing channels & Distribution Management

Significance of channels , channels for new products , Evaluating channel performance ; physical distribution information centre , packaging , testing , costs in physical distribution .

Distribution Audit

Organizational patterns in marketing channels

Vertical marketing systems , conventional marketing channels , voluntary & co- operative group , franchise systems.

Channel management by channel participants

Channel management by manufacturers , wholesalers , retailers , Joint channels management through partnership .

References:

1. Anderson , R Professional sales management : Englewood cliffs , New Jersey , Prentice Hall Inc , 1992

2. Anderson , R Professional personnel selling :Englewood cliffs , New Jersey , Prentice Hall Inc , 1991

3. Buskirk , R H and Stanton , W J Management of sales Force . Homewood Illinois , Richard D Irwin

4. Dalrymple D J Sales management : Concept and cases . New York John Wiley 1989

5. Johnson , E M Sales management : concept , Practice and cases . New York , McGraw Hill