

Retail Management (With effect from 2014-15)

1.The overview of Retail:

- Meaning of Retail.
- Role of Retail.
- Retailer as a link between Producer and consumer.
- Retailer as a Image Creator.
- The Global Retail market.
- Challenges faced by Retailers Worldwide.
- Retail In India.
- Drivers of Retail change in India.
- Size of retail in India.

2.Theories of Retail Development and Formats in Retail.

- Evolution of Retail formats.
- Evolution of Retail formats in India.
- traditional business Models in Retail India.
- Development of Super Markets and convenience stores
- Theories of Retail development
- concept of life cycle in retail.

3.Methods of retail expansion.

- The concept of (foreign direct investment.
- The need for foreign direct investment in Indian retail.
- Methods of retail expansion.
- The concept of franchising.
- Evolution of Franchising.
- Types of franchising.
- Advantages and disadvantages of Franchising.
- The International franchising scene .
- franchising in India.
- Legal issues in franchising in India.
- Internationalisation as a mode of Expansion.

- Determining the market of entry.
- Reasons for failure in International Retail.

4.Managing retail Infrastructure:

- The Indian Market Scenario.
- factors to be considered before setting up a mall.
- Future context.
- Store design concept and principles of store design
- Elements of Store design
- Exterior and Interior store design.

References:

- 1.Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
- 2.Retail management by Chetan Bajaj,rajinish Tuli,Nidhi Verma,and Shrivastav . Oxford university Press.
- 3.Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata Mc Graw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education.

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1. Basics of Retail Merchandising;

- Concept and evolution of merchandising.
- Factors affecting the buying Function.
- Merchandisers role and responsibility.
- Buyer role and Responsibility .
- Functions of buying for different types of organizations.
- Buying for single independent store.
- buying for chain stores.
- buying for non chain stores.
- Buying for non - store retailers. catalogs, Direct mail, Homeshopping, Internet retailing. etc.
- Principles of merchandising.

2. The process of Merchandise planning.

- Concept of Merchandise planning.
- Implications of merchandise planning.
- the process of Merchandise planning.
- Stage-1. developing the sales forecast
- Stage-2. Determining the merchandise requirement.
- Stage-3. Merchandise Control
- Stage- 4. Assortment planning.
- Technology Tools and Merchandise planning.
- Types of Merchandise planning.

3. Methods Of Merchandise Procurement.

- Source of supply.
- Merchandise sourcing or Procurement.
- Identifying the source of supply.
- Contacting and evaluating the source of supply.
- Negotiating with Vendors.
- Placing the purchase order.

- Establishing Vendor relations.
- Analysing vendor performance.
- Role and Application of Technology in retail.

4. The legal and ethical aspects of Retail business.

- The people perspective
- The operation Perspective
- Other certifications.
- Ethical issues in retailing.
- Green retailing

References:

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj,rajinish Tuli,Nidhi Verma,and Shrivastav . Oxford university Press.
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