

ST. JOSEPH'S DEGREE & PG COLLEGE
(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT
SEMESTER-VI

BBA (ENTREPRENEURSHIP)

RETAIL MANAGEMENT

DSC

w.e.f. 2020 -2021 A.Y

SCHEME OF INSTRUCTION

Hours per Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	BM.07.301.212T

SCHEME OF EXAMINATION

Maximum Marks	:	100
Internal Assessment	:	40
External Examination	:	60
External Exam Duration	:	3 Hrs

Course objective: To develop an understanding of underlying concepts and issues in Retailing and the emerging trends in retail management.,

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To explain the concept of Retailing & its growth in India.

CO2: To evaluate the various Retail Formats & Theories.

CO3: To analyze the Merchandise management.

CO4: To assess the importance of Retail store design.

CO5: To impart the basic knowledge of Retail pricing & to assess the emerging trends in Retail sector.

Unit I: Introduction to Retailing : Concept of Retailing Terms & Definition Functions of Retailing Importance of Retailing Retailing Channels Emergence & growth of Retailing in India FDI in Indian Retailing.

Unit II: Retail Formats & Theories : Traditional Retail Formats – Cooperatives, Government and Modern Retail formats in India Emergence of Malls in India Franchising – Types of Franchising, Advantages and disadvantages of franchising Legal issues for franchising in India. Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail

Unit III: Merchandise Management : Meaning of Merchandising Factors influencing Merchandising Functions of Merchandising Manager Merchandise planning Merchandise buying Analysing Merchandise performance



Unit IV: Retail Store Design : Store Layout: Significance of Store layout Types of Store Layout Chief considerations in Layout Selection Need and Importance of Store Environment Visual Merchandising Promotions Strategy Retail Communication Mix and POP Displays.

Unit V: Retail Pricing & Emerging Trends Retail Pricing Factors influencing retail prices Pricing Strategies in Retailing Controlling costs Changing Nature of Retailing Organized Retailing Modern Retail Formats E-tailing Challenges faced by the Retail Sector. Recent trends in retailing.

Text Book:

1. Contours of Retailing Management - S.A. Chunawalla - Himalaya Publishing House

Reference Books:

1. Retailing Management - Swapna Pradhan – Tata Mcgraw Hill
2. Retail Management - Gibson G. Vedamani – Jaico Books
3. Retail Marketing Management - Second Edition – David Gilbert - Pearson Education
4. The Art of Retailing - A. J Lamba - Tata Mcgraw Hill
5. Sales and Distribution Management - Dr. S. Gupta - Excel Books
6. Sales and Distribution Management - Panda & Sahadev - Oxford University Press

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