

BBA III Year	BBA-E512/612		Semester-V/VI		
	Retail Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

OBJECTIVES: The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.

- Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry. **(9 Hours)**
- Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non-traditional selling. Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. **(10 Hours)**
- Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing. Retail Merchandising: Buying function, Mark-ups & Markdown in merchandise management, shrinkage in Retail merchandise management. **(18 hours)**
- Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing. **(10 hours)**
- Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security. **(13 hours)**

SUGGESTED READINGS:

1. Berman & Evarv. (2017) *Retail Management*. New Delhi: Perntice Hall.
2. Bajaj, T. & Srivastava. (2017) *Retail Management*. New Delhi: Oxford University Publications.
3. Cullen & Newman. (2015) *Retailing – Environment & Operations*. New Delhi: Cengage Learning.
4. Singh, H. (2004). *Retail Management*. Meerut: S. Chand Publication.
5. Vedamani, G.G. (2014) *Retail Management: Functional principles & practices*. New Delhi: Jaico Publishing House.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.