

<b>Retailing Management</b>					
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
<b>3 Hrs.</b>	<b>30(20+10)</b>	<b>70</b>	<b>100</b>	<b>03</b>	<b>40</b>

**OBJECTIVE:** The basic objective of this course is to examine the concept of a strategic approach and a retail strategy in a complex, changing environment.

- An introduction to retailing, building and sustaining relationship in retailing, Strategic planning in retailing. **(8Hours)**
- Retail institution by ownership, Forms of retailing, identifying and understanding customers, Information gathering and processing in retailing. **Case Study1:** FragraAroma – accord in business, concord in family **(8Hours)**
- Choosing a store location, site selection. **(8Hours)**
- Managing a retail business, operation management- financial, operational, dimension. **Case Study2:** AI–Maha mobile shop **(8Hours)**
- Developing and implementing merchandise plans, Pricing in retailing, communicating with customer, Integrating and controlling the retail strategy. **(8Hours)**

**SUGGESTED READINGS:**

1. Berman,B. & Evans,R J.(2006). Retail Management, , Prentice Hall of India. New Delhi.
2. Nair, S.(2006). Retail Management, Himalaya Publication House., New Delhi.
3. 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.
4. **Case Study1:** Gupta, N., Sharma, R.R. and Pardasani, R. (2013), "FragraAroma – accord in business, concord in family", *Emerald Emerging Markets Case Studies*, Vol. 3 No. 7. <https://doi.org/10.1108/EEMCS-06-2013-0085>
5. **Case Study2:** Marios Katsioloudes Fauzia Jabeen , (2011)," AI–Maha mobile shop ", *Emerald Emerging Markets Case Studies*, Vol. 1 Iss 4 pp. 1 - 8