

Bachelor of Management Studies
Syllabus for Retail Management Semester VI

Old Syllabus				Proposed Syllabus			
Title of the Paper: Retail Management				Title of the Paper: Retail Management			
Subject Code: 6004				Subject Code:			
PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Retail Management	04	04	Tutorials	2:30 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week,
 Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination,
 T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: To provide the in-depth knowledge (theoretical as well as practical) about various aspects of retail management & concepts linked to it.	Objectives: To provide knowledge and understanding of retailing To familiarize the students regarding various dimensions of retail management

Outcomes:	<p>The strategic and operational decision-making processes in the organized retail.</p> <p>Learning Outcomes: After studying the course students will be able to Clarify the concepts and terms related to retailing Comprehend the ways retailers use marketing tools and techniques to interact with their customers Understand various formats of retail in the industry. Understand the store layouts used by different retailers</p>
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		Proposed Syllabus								
Unit 1	Topic and Details Old Syllabus		Module	Module Specific Objectives	Content	Weightag e	Instructio n Time	Credits	Evaluation	
									IE Weightag e	EE Weightag e
	Introduction to Retailing Definition, Importance, Features of Retailing, Factors influencing retail industry, Challenges faced by retailers, Growth of retail in recent years, Future prospects of retailing in Indian Scenario.		I	Understanding of retailing and challenges and future prospects of retail in India	Introduction to Retailing Definition, Importance, Features of Retailing, Factors influencing retail industry, Challenges faced by retailers, Growth of retail in recent years, Future prospects of retailing in Indian Scenario. Consumer Culture	25	15	1	5	15

	Classification of Retail Outlet Organized unorganized retail Classification: Based on channels, Type of merchandise sold, Type of ownership, Multichannel formats		II Differentiate between Organised & unorganised sector	Classification of Retail Outlet Organized unorganized retail Classification: Based on channels, Type of merchandise sold, Type of ownership, Multichannel formats	25	15	1	7	20
	Retail Store location planning Store Layout Types of store layouts Concept of visual merchandising		III To understand store layout and its planning	Retail Store location planning Store Layout Types of store layouts Concept of visual merchandising	25	15	1	6	20
	Pricing Strategies Concept of retail price Elements of retail price Retail pricing policies & strategies Technology in retailing, Online shopping, E-retailing, database marketing, E-CRM Case study on retailing		IV 1.Understand the pricing strategies involved in retailing 2.Understand online retailing	Pricing Strategies Concept of retail price Elements of retail price Retail pricing policies & strategies Technology in retailing Online shopping, E-retailing, database marketing, E-CRM Case study on retailing	25	15	1	7	20

Evaluation Scheme:

A. Internal Exams: Total Marks: 25

The internal testing should be continual and spread over the semester:

- Written Test
- MCQ
- Assignments
- Quiz
- Case Study
- Power Point Presentation

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

Q.1 is compulsory attempt any 6 out of the remaining.

Q.1 Concepts and Definitions

15 Marks

Q.2 Short Notes

10 Marks

Q.3 to Q.8 Long Questions

10 Marks

References:

A. Essential Reading:

1. Levi & Weitz, Retail Management, TMH Publications, (2011)
2. P. Ksinha & Uniyal, Retail Management, Oxford Publication (2011)
3. Swapna Pradhan, Retail Management, Pearson Publication (2012)

B. Additional Reading:

1. Christoph Preuss, Retail Marketing and Sales Performance, Springer Fachmedien Wiesbaden, 2013.
2. T. Srinavasa Rao, Retail Marketing, Global Vision Publishing House, 2020.