ANDHRA UNIVERSITY

2012

Regulations relating to

MASTER OF BUSINESS ADMINISTRATION
(Retail Management) DEGREE

(With effect from 2012 - 2013)

Andhra University is the first University which started 2 year M.B.A. (Retail Management) Course in the country. The curriculum is innovative and is designed to address revolutionary changes that are taking place in the retail marketing environment throughout the country in recent times.

1. Candidates seeking admission into MBA (Retail Management) course need to get qualified in ICET. The admission will be made through centralized online counseling organized by A.P. State Council for Higher Education. The eligibility criteria for ICET are a pass in any Bachelor's Degree (other than B.F.A. & B.A., (OL) of Andhra University or any other University recognized by the Academic Senate as equivalent thereto.

2. The course and scope of instruction shall be as defined in the syllabus prescribed.

3. (a) The candidate shall be required to take examination at the end of each semester as detailed in the Scheme of Examination. Each paper of the examination shall unless otherwise prescribed, be of three hours duration and carry 70 marks; with two internal examinations carrying 30 marks for each paper (average of the two internals will be taken as internal assessment marks).

(b) A candidate shall be declared to have passed the examination if he/she obtains not less than 40% of the total marks in each subject. All other candidates shall be deemed to have failed in the examination.

Candidates who have completed the course in each semester and have earned the necessary attendance shall be permitted to continue the next semester course irrespective of whether they have appeared or not at the previous semester end examination (s). Such candidates may be permitted to appear for the examination of earlier semesters with the examinations of later semester simultaneously.

4. The scheme of instruction and the Scheme of Examination shall be as given in Annexure-I.

5. Notwithstanding anything contained in the above regulations in the case of Project Report/Dissertation and Viva-Voce examination a candidate shall obtain not less than 50% of marks to be declared to have passed in the examination.

6. Candidates shall put in class attendance at the College for not less than 75% of the total number of working days. Condonation for shortage of attendance may be granted on the
recommendation of the Principal/Director of the College concerned up to an extent of 15 per cent. If a candidate represents the university efficiently at games, sports and other officially organized extra curricular activities, it will be deemed that he has attended the college on the day he/she is absent for this purpose.

7. The names of the successful candidates at the examination shall be arranged in the order in which they are registered for the examination on the basis of total marks obtained by each candidate in all the semester examinations put together.

I class with distinction: Those who obtain 70% and above, I Class: Those who obtain 60% and above but less than 70%, II Class: Those who obtain 50% and above but less than 60%, III Class: Those who obtain 40% and above but less than 50%.

Only those candidates who appeared and passed the examination in the first attempt in all papers of the four semesters in the examination are eligible to be placed in the first class with distinction. However, no candidate who has not passed all the papers relating to any semester at the first appearance shall be eligible for the award of any medals or prizes by the University and to receive certificates of rank obtained by them in the examination.

8. Internship: Candidate shall undergo practical training in a Retail Organization for a minimum period of 6 weeks at the end of 2nd Semester and submit a report thereon along with a certificate obtained from the Retail Organization. The purpose of the internship is primarily to demonstrate the application of knowledge and skills acquired during the program, by studying and analyzing the work situation in a systematic manner while suggesting solutions to the management. Each student is required to study the organization under the guidance of a faculty member of the department. The student is required to make a presentation on internship before a committee. The completed internship report should be submitted to the Head of the department 15 days in advance of commencement of the Viva-Vice. The internship report carries 100 marks and viva-voce on internship carries 100 marks.

9. Paper Setting: Question paper setting for all the subjects of all the semesters shall be entrusted to external examiners approved by the P.G. Board of Studies. The question papers shall be set on 'Unit System' pattern.

10. Evaluation: M.B.A. (Retail Management) two years course is a professional course, which come in the management discipline. For all academic and other examination related aspects, it comes under P.G. Board of Commerce and Management Studies of the University.

The University shall prepare examination schedule. The P.G. Board of Studies will prepare the list of paper setters. The answer scripts of all the papers shall be subjected to double valuation. All those who have completed a minimum of three years of regularized
experience in teaching M.B.A. Course shall be appointed as examiners for this purpose. The variation between first and second valuation shall be dealt with as per the rules of the University.

11. Project Report: During the fourth semester the student will have to make an empirical study on a research problem in the area of retailing and submit a report, which carries 100 marks. The students have also to face a Viva-Voce, which carries 100 marks. The objective of the project study is to provide the student an opportunity to study the impact of organizational policies and programs of retail companies, to understand the retail environment and to practically apply the research methodology. The student should carry the project under the guidance if teacher guide from the department.

12. Improvement Provision: Candidates declared to have passed Master Degree Courses in Business Administration under Semester System obtaining third or second class may reappear again for the same examination to improve their class as per the University rules in force. A first class student who gets below 65% marks is also eligible for improvement if he wants more than 65% marks.

13. Evaluation: Each paper will carry 70 marks examination to be held at the end of each semester. The duration of written examination for each paper shall be three hours.

14. Each paper is for 100 marks divided into external for 70 marks and internal for 30 marks.

15. The first year end Viva Voce Examination Committee consists of the following members.
    1. Head of the Department (Convener)
    2. Two subject experts (Internal) nominated by the Vice-Chancellor.

    The Viva Voce Committee for the second year end Viva-Voce examination consists of the following members.
    1. Head of the Department (Convener)
    2. Executive from a Corporate retail organization
    3. Subject expert (Internal) nominated by the Vice-Chancellor.
    4. Chairman, P.G.Board of Studies in Commerce & Management

    Each member of the Committee will award marks based on the performance of a student at Viva voce examination and submit the same in sealed cover to the convener of the committee. The Convener averages the marks and sends the marks statement along with originals to the Controller of Examinations of the University.
## MBA-FT Retail Management (COURSE STRUCTURE)

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<thead>
<tr>
<th>SEMESTER-I</th>
<th>Week</th>
<th>Credits</th>
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<tr>
<td>1</td>
<td>101</td>
<td>Perspectives of Management &amp; OB</td>
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<tr>
<td>2</td>
<td>102</td>
<td>Fundamentals of Retail Management</td>
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<td>3</td>
<td>103</td>
<td>Business Environment (India &amp; International)</td>
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<td>Managerial Economics</td>
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<td>Corporate Legal Framework &amp; Taxation</td>
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<td>7</td>
<td>107</td>
<td>Accounting for Management</td>
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**SEMESTER-II**

| 1                   | 201  | Marketing Management | 30 70 100 4 4 |
| 2                   | 202  | Financial Management | 30 70 100 4 4 |
| 3                   | 203  | Human Resource Management | 30 70 100 4 4 |
| 4                   | 204  | Retail Shoppers’ Behavior and CRM | 30 70 100 4 4 |
| 5                   | 205  | Operations Research | 30 70 100 4 4 |
| 6                   | 206  | Strategic Management | 30 70 100 4 4 |
| 7                   | 207  | Quantitative Techniques for Management | 30 70 100 4 4 |
| **Internship report (six weeks)** | **100** | **6** |
| **Viva-Voce**        | **100** | **6** |

**SEMESTER-III**

| 1                   | 301  | Services Marketing | 30 70 100 4 4 |
| 2                   | 302  | Merchandise Management | 30 70 100 4 4 |
| 3                   | 303  | Retail Franchising and Brand Management | 30 70 100 4 4 |
| 4                   | 304  | Store Operations | 30 70 100 4 4 |
| 5                   | 305  | Retail Communications | 30 70 100 4 4 |
| 6                   | 306  | Supply Chain Management | 30 70 100 4 4 |
| 7                   | 307  | Research Methodology | 30 70 100 4 4 |

**SEMESTER-IV**

<p>| 1                   | 401  | Visual Merchandising | 30 70 100 4 4 |
| 2                   | 402  | E- Retailing | 30 70 100 4 4 |
| 3                   | 403  | Product category Management | 30 70 100 4 4 |
| 4                   | 404  | International Retailing and Benchmark practices | 30 70 100 4 4 |</p>
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<td>Project survey Report</td>
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101 Perspectives of Management & OB

The objective of this course is to familiarize the students with basic management concepts and the process of organization.

**Unit I**  
Management: Definition, Scope and Importance, Principles of Management-Functions of Management.

**Unit II**  

**Unit III**  

**Unit IV**  

**Unit V**  
Control, Principles, Process and Techniques of Control, Organizational Culture.

(Case study is compulsory in all the units)

**Reference Books:**

4. Stepen Robbins and Mary Colder — Management, prentice Hall of India.
Fundamentals of Retail Management

The objective of this course is to familiarize the students with retail management concepts and operations.

Unit I
Basic concept of retailing – retail development – types of retailers – multi channel retailing – organized retailing in India – services retailing.

Unit II
Retail strategy: market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

Unit III
Retail location – types, location opportunities – selection of location and site: financial strategy – strategic profit model – setting and measuring performance objectives.

Unit IV
Store layout and design, store operations and inventory management- merchandise planning, buying merchandise – developing assortment plan.

Unit V
Retail pricing strategy, category management, customer services – retail branding- international retailing.

Reference books:
5. Chetan banaj, Rajnish Tuli and N.V. Srivaslava, Retail Management, Oxford University Press.
Business Environment

Objective: The objective behind introducing this course is to acquaint the students with the various domestic factors, changes in foreign countries, changing foreign exchange rates that influence retail business.

Unit I Socio-Cultural, Economic, Legal, Political, Technological environment at national and international level- impact of business environment on Retailing Business, Changing trends in Indian Retailing.

Unit II Concept of Retailing, special characteristics of Retailing, Emergence of organized Retailing, Retail Strategy with respect to specific product categories like Food Products, Restaurants, Health and Beauty, Home Furniture, and Household Goods, Clothing and Foot Wear, Durable Goods, Petro Retailing, and Retail Banking.

Unit III Industrial Policy 1991 and changes afterwards and their impact on establishment of companies- Foreign Technology Flow - Patents and Brand names flow — Capital flow( with special reference to Retail Business). The position before and the changes after liberalization and globalization

Unit IV Role of International Trade in the development of a country, the development of International Retailing - opportunities and threats in Retailing, Motives and reasons for International Retail Trade.

Unit V WTO and its impact on imports and exports of consumer goods like Clothes, Garments, Leather Goods, Gems and Jewellery - Pharmaceuticals Products, Processed Food Products and Fruits. Foreign exchange- Changes in Exchange Rates and their influence on Goods and Services

Reference Books:

1. Chetan banaj, Rajnish Tuli and N.V. Srivaslava, Retail Management, Oxford University Press.
2. David Gilbert, Retail Marketing Management, Pearson Education.
3. Francis Cherunilm International Business - Text and cases, Himalaya Publishers Ltd.
Managerial Economics

Objective: The objective of this course to enable the students to understand economic concepts and theories and their application in Retail Business.

UNIT I
Introduction: Nature and Scope of Business Economics; Objectives of the Firm - Theory of Firm, Sales and Revenue Maximizing Theories, Managerial and Behavioral Theories; Profit Maximization vs. Wealth Maximization;

UNIT II

UNIT III
Demand Analysis: Determinants of Demand, Demand Function; Law of Demand; Elasticity of Demand - Types of Elasticity and Its Managerial uses; Demand forecasting - Methods for existing and new products. Business Forecasting - Nature and Scope of Forecasting and different methods of Business Forecasting and their advantages and disadvantages.

UNIT IV
Market Analysis: Perfect Competition, Monopoly; Imperfect competition - Price and Output determination under Monopolistic Competition, Oligopoly and Duopoly.

UNIT V

Recommended Books:
1. Dean, Joel: Managerial Economics, Prentice Hall
Objective: To equip students with the necessary skills of communication for managing people in business.


Unit II: Listening skills; Non-verbal Communication; Cross-Cultural communication

Unit-III: Managing Organizational Communication - Formal and Informal Communication- Inter-Personal Communication; Models for Inter-Personal Communication (Exchange Theory, Johari Window, Transactional Analysis).

Unit-IV: Intra personal communication (role of motivation, perception and emotion in Inter Personal Communication) - Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication.

Unit-V: Business Writing Skills; Oral Presentations; Use of Technology in Business Communication. Report Writing (Structure of Reports, formal and informal reports)

(Case Study is compulsory in all Units)

Suggested Books:

2. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
6. Wofford, Jerloff and Cummins "Communication for Organisational effectiveness".
Objective: The objective of this course is to provide basic level of knowledge about business laws, service tax and VAT.

Unit I

Unit II

Unit III

Unit IV
Service Tax: Introduction, Constitutional validity; levy of service tax - threshold exemptions, general exemptions, exclusions, taxation of services - rate of tax, registration formalities, books and records; filling of returns and assessments.

Unit V
VAT - Definitions, Incidence, Levy and Calculation of Tax; Registration; Returns and Assessments, Appeals and Revisions.

Reference Books:
107: ACCOUNTING FOR MANAGEMENT

Objective: to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, and decision-making


Unit-II: Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account – Balance Sheet (Theory only)


(Case Study is compulsory in all Units)

Suggested Books:

1. I. M. Pandey : Management Accounting Vikas Publishing House,ND
2. Hilton, Ramesh & Jayadev, Managerial Accounting, TMH, New Delhi
3. B. Banerjee, Financial Policy & Management Accounting, PHI, New Delhi
201 Marketing Management

Objective: To develop an understanding of the concepts, issues and strategies in marketing and its management.

Unit I: Core concepts of Marketing (Needs & wants, markets, exchange, demand, customer value and satisfaction, marketing and marketing management, marketing tasks; Company orientations toward market place; Marketing and customer value; Marketing trends and challenges

Unit II: Marketing Environment Analysis (micro and macro); Marketing Information system and Research; Consumer Behavior (cultural, social, personal and psychological factors and purchase decision process); Competition Analysis and Strategies

Unit III: Market Segmentation, targeting and Positioning; Marketing Mix Strategy; Product Strategy; New Product Development process

Unit IV: Product Life Cycle Management; Branding and Packaging; Pricing Strategy; Designing and Managing Value Delivery Networks and Channels

Unit V: Integrating Marketing Communications; Mass Communication through Advertising Sales Promotion & Events and Public Relations; Personal Communication Channels (Direct Marketing and Personal Selling); Managing the Holistic Marketing Organization.

(Case Study is compulsory in all Units)

Suggested Books

1. Philip Kotler, Keller, Kozy & Jha, Marketing Management, Pearson, New Delhi
Objective: to equip the students with basic principals of Financial Management and Techniques.


(Case Study is compulsory in all Units)

Suggested Books:

1. Brealey, Myers, Allen and Mohanty, Principles of Fin Management, TataMcGrawhill,ND
2. Pandey IM - Financial Management, Vikas, New Delhi
3. JC Varshney, Financial Management, Wisdom, Delhi
203 Human Resource Management

Objective: To develop an understanding of the concepts, issues and strategies in human resource management

Unit-I Human Resource Management - Scope and objectives - Role and functions - HR challenges - Emerging global scenario.

Unit-II Human Resource Policy and Planning - Developing HR policies - HR planning process - Recruitment and Selection - Job analysis - Promotions and transfers.

Unit-III Training and Development - Organization of training programs - Measurement of training effectiveness - Training methods and techniques - Performance appraisal methods - Merits and limitations.

Unit - IV Compensation and welfare - Principles of salary administration - Methods of wage payment - Job evaluation - Incentives schemes - Welfare facilities.

Unit - V Managing sales force - Understanding diversity and motivating salesman - Creating organization culture - Counseling mentoring.

Suggested Books:

5. Sales Administration: Principles and Problems, Bettrand R. Canfield, Prentic Hall of India.
204 Retail Shoppers’ Behavior and CRM

Objective: To enlighten the students with the Concepts and Practical applications of Consumer Behaviour and CRM

Unit I: Importance of the study of consumer behavior; Determinants of Consumer Behaviour; Consumer and marketing strategy; The new age consumer.

Unit II: Consumer motivation; Perception; Learning; Attitude formation and change; Attitude measurement techniques.

Unit III: Personality and self concept; Social influences (family, reference group); Cultural influences; Different of innovations.

Unit IV: Consumer decision making process; Models of consumer decision making (Howard- Seth, Angel, kollot and Blackwell, Nicosia models); Organizational consumer behavior; Post purchase behavior.

Unit V: CRM concept and applications; CRM frame work (CRM goals, organizational system, interaction process); E-CRM;

(Case Study is compulsory in all Units)

Suggested Books:

1. Leon G Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar: Consumer Behaviour, Pearson, New Delhi
Objective: to make the students familiar with principles and techniques of Operations Research and their applications in decision-making.


Unit – II: Transportation Problem – Assignment Problem – queuing Theory – M/M/I and M/M/C Models.


(Case Studies are compulsory in all units)

Suggested Books:

2. Mcleavey & Mojena, Principles of Operations Research for Management, AITBS publishers,
3. V.K.Kapoor, Operation Research Techniques for Management, Sultan Chand & Sons,
206: STRATEGIC MANAGEMENT

**Objective:** to enlighten the students with the Concepts and Practical applications and Process of the Strategic Management


(Case Study is compulsory in all Units)

**Suggested Books**
3. Sukul Lamesh, Business Policy and Strategic Management, Vikas, ND
Objective: The objective of this paper is to acquaint the students with various quantitative techniques useful in managing retailing organization effectively.


Unit II: Correlation and Regression Analysis, concepts of multiple regression, Partial and multiple correlations. Sampling and sampling distributions - Estimation - Point and interval estimates of averages and proportions of small and large samples. Concept of testing of hypothesis — one sample and two sample tests for mean and proportions and tests for their differences. Chi-square test of independence and goodness of fit test.


Unit IV: Integer programming - Gomory's fractional cut and Branch and Bound methods. Inventory management: Introduction, types of inventory, analysis and structure of inventory models. EOQ, Quantity discounts, price break approach. EOQ model with shortages.

Unit V: Decision analysis: Types of decision models, decision models with Uncertainty, EMV, EOL, EVP1, Decision Tree Analysis. Network analysis: PERT, CPM.

Recommended Books:

2. Bany Render el al: Quantitative Analysis for Management, Prentic hall of India.
5. Boot and Cox: Statistical analysis for managerial decisions, Tata McGrcnv Hill.
6. S.D. Sharma: Opera'ions Research.
301 Services Marketing

Objective: To enlighten the students with the Concepts and Practical applications of Services Marketing.

Unit I: Importance of services marketing; Service characteristics and Marketing challenges; Reasons for growth of services sector; Services sector in the Indian economy.

Unit II: Consumer behaviors in services (Zone of tolerance, service perceptions and expectations); Services strategy (Service triangle (Case Study is compulsory in all Units), Service marketing mix); Market segmentation; Services demand and capacity management.

Unit III: Services product management (Basic service package, CVH, service flower, New service development, service life cycle); Services branding and positioning; physical evidence; Pricing of services.

Unit IV: Service Distribution strategies; Internal marketing; External marketing; Interactive marketing (Service encounter, Management of moments of truth, Interaction process design and efficiency).

Unit V: Service quality management (Gap model, SERVQUAL); Total quality services marketing; Services failures and recovery strategies

(Case Studies are Compulsory)

Suggested Books:

Objective: To develop an understanding of the concepts, issues and strategies in Merchandise management

Unit-I  Merchandising philosophy - Introduction: Developing Merchandising plans - Setting objectives, Buying organization formats and processes, Devising merchandising plans. Category management, Merchandise software.

Unit-II  Buying systems - Merchandise budget plans, Branding strategies, International sourcing decisions.


Unit - IV  Merchandise Pricing - Pricing strategies, Approaches for setting prices, Price adjustments.

Unit - V  Merchandise inventory management - Store layout, Design, and Visual merchandising space planning, Merchandise presentation techniques.

Reference books:
4. Davvidgilbert, Retail Management, Pearson Education.
Objective: To develop an understanding of the concepts, issues and strategies in Retail franchising and Brand management

Unit I Development of retail franchising in India and abroad- Franchising strategy- Retailing and Vertical Marketing Systems-Models of franchising.

Unit II Preparing for franchising-Investigating and evaluating franchisees- Financial aspects and legal aspects of franchising- Managing franchise relationships

Unit III Concept of Brand - Brand functions - Brand Loyalty and Equity - Brand Stretching and Extensions - Strategic Brand Management Process - Identifying and establishing brand positioning and values - Planning and implementing Brand Marketing Programs - Measuring and interpreting Brand performance.

Unit IV Growing and sustaining Brand equity - Criteria for choosing Branding elements to build Brand equity - Marketing Programs to build Brand equity - Developing Brand Equity measurement and Management system.

Unit V Branding in Retail Business - The retailer as a Brand - The role of own label - Retailers perspective towards Manufactures and their Brands - Emerging trends in Branding of Retail Business.

Reference Books

1. Manish V Sidhpuria, Retail Franchising, Tata Mc Graw Hill Company, New Delhi
304  Store Operations

Objective: To develop an understanding of the issues, practices and strategies in store operations

Unit I  Introduction to store operations- pre- store opening; merchandise sourcing and filling, support of human and other resources, ACE, loss prevention-distribution centre -store opening and closing.

Unit II  Retail Arithmetic: stock value, sales value, growth, sales and productivity calculation, bill value, basket value, line fill, case fill, stock turn, stock valuation and verification, accounts receivable, day to day cash management, budgeting, dump and shrink calculation and control, gift voucher management.


Unit IV  Store Audit; store appearance, presentation, customer services, stock, storage, cleanliness. HR in operations; recruitment; on bounding, training, grievance handling, loss prevention and shrinkage control.

Unit V  Customer Service- customer loyalty programs- customer feedback. Furniture and fittings; ‘A’ boards, queuing system, counters, data strips displays, etc. Customer convenience and experience management.

Reference Books:
3. Sriram Iyer, Retail store Operations, Book Shop of India.
305 Retail Communications

Objective: To develop an understanding of the need, importance and strategies in retail communications

Unit I
Importance of retail communication- Communications for customers – communications for retail professionals. The communications model – elements of marketing communications- I M C- communication budget.

Unit II
Customer communications – advertising, personal selling, sales promotion, publicity and public relations, events and experience, direct marketing – media planning, message development- communication program planning, execution and evaluation.

Unit III

Unit IV
Sales promotion: The scope and role of sales promotion - Consumer-Oriented sales promotion Techniques -Coordinating sales promotion with other tools of market promotion. Major Decisions in Sales Promotion - Establishing objectives -Selecting consumer - Promotion Tools - Developing the program -Pre-testing the program - Implementing & Controlling the program -Evaluating Results

Unit V
Communication to retail professionals – communication forms, communication challenges for retail sales persons. Communication in customer interactions – effective listening, team communication, non verbal communication in sales.

Reference books:
4) Kazim SHH., & Satish K.Batra, Advertising and Sales Promotion, Excel Books
306 Supply Chain Management

Objective: The objective of this course is to introduce basic concepts and process of Supply Chain Management with a focused approach to Retailing Management.

**Unit -I**
Introduction to Supply Chain - Concept - Need and Evolution. Approaches, phases and processes of supply chain drivers and obstacles. SC strategies - strategic fit and scope.

**Unit-II**
Planning Demand and Supply in SCM - Demand forecasting, aggregate planning, managing predictable variability. Customer Service and Integration of Technology in SCM (IT & E business)

**Unit-III**
Inventory planning and managing inventory in SCM - Factors affecting inventory approaches and methods to manage inventory

**Unit- IV**
Sourcing and Logistics - Purchasing & Sourcing Decisions in Supply Chain Management - Transportation, Logistics, Warehousing, Containerisation and packaging.

**Unit-V**

**Suggested Books:**

1. Sunil Chopra and Peter M, SCM-Strategy, Planning & Operation, PHI
2. Rahul VATtekar, SCM-Concepts & Cases, PHI
3. Mohanty RP, & Deshmukh SG, Essentials of SCM, Jaico
5. Agarwal DK, Logistics & SCM, Mac Millan, India
307 Research Methodology

Objective: To equip the students with the basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for the purpose of management decision making.


Suggested Books:

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson,ND
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi
4. Carver & Nash, Data Analysis with SPSS, Cengage, New Delhi
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
401 Visual Merchandising

Objective: To develop an understanding of the concepts, issues and strategies in visual merchandising

Unit-I Evolution, significance and basics of visual merchandising; retail store site and design, image mix- display elements.

Unit-II. Store exterior and interiors- AIDCS. Design and colour blocking, signage and understanding materials.

Unit-III Visual merchandising and planning-Store planning and fixtures, Circulation plan, planograms.

Unit-IV Merchandise presentation: window displays; hands on visual merchandising-visual merchandise tool kit- quality and process in visual merchandising.

Unit-V Experiential retailing-The Role of Visual merchandiser- visual merchandising in India.

Reference books:
3. Tony Morgan, Visual Merchandising,: Window and In-store Displays for Retail, Laurence king Publishers
402 E- Retailing

Objective: Objective of this course is to introduce basic E-Commerce concepts and its applications in retailing process and explain techniques of E-Commerce.

**Unit-I**

**Unit-II**

**Unit-III**

**Unit-IV**

**Unit-V**
Electronic Payment Systems: Introduction to payment systems, On-line payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards.

**Suggested Books**
2. Kalakota & Winston- Frontier of E-commerce, Pearson Education.
403  

**Product category Management**

Objective: To develop an understanding of the concepts, issues and strategies in Product category management

**Unit -I.**  
The concept of category management- Influence of category management on other functions of retail- The 8 step process of category management- The applications and methodology for category management (SKU, Master Data files).

**Unit -II.**  
Data analysis – dimensions and steps, use of pivot tables- Preparation of configuration analysis chart and determination of optimum stocks- analysis of sales trends in sub-category.

**Unit -III.**  
Analysis of basic performance parameters; sell through ratio, sales-to-stock ratio, benchmark level, sales window. Profit margins in CM- Applications of simplex method in category management.

**Unit -IV.**  
Merchandise purchase plan and category management- preparation of OTB plan, unit planning method, sales curve. Sales and stock feedback and replenishments; key elements of sales feedback-The system of replenishment.

**Unit -V.**  
Category management analysis: product planning chart, samples estimation chart, procurement plan -strategic issues in CM; SWOT analysis, PLC, category roles, alternative portfolio model, identification of potential product categories. Promotion, range planning and visual merchandising.

**Reference Books:**
International Retailing and Benchmark Practices

Objective: To develop an understanding of the Benchmark practices and strategies in retail management internationally

Unit -I  International Retailing: An overview
  1. Introduction to International Retailing
  2. Type of Retailers
  3. Multi Channel Retailing
  4. Global Customer Buying Behavior

Unit - II  International Retailing Strategy - An Over View
  1. Retail Market Strategy
  2. Finance Strategy
  3. Location Strategy
  4. HR Strategy

Unit - III  Retailing Practices - USA (Case Studies)
  1. Wal-Mart
  2. Kroger
  3. Albertsons
  4. JC Penny

Unit - IV  Retailing Practices - EU (Case Studies)
  1. J. Sainsbury (UK)
  2. Carrefour (France)
  3. Metro (Germany)
  4. Ahold (Netherlands)

Unit - V  Retailing Practices - ASIA (Case Studies)
  1. Ito - Yokada (Japan)
  2. Lianhua (China)
  3. Big Bazar (India)
  4. Reliance (India)

References:

1. Levy & Weitz, Retail Management, Tata McGraw Hill, New Delhi, 2005 (Unit 1 & 2)
2. Hand out to be prepared from various websites of companies for unit
405 Sales Management

Objective: To develop an understanding of the concepts, issues and strategies in sales management

Unit I: Sales management and modern Trends– personal selling objectives- sales related marketing policies- formulation of sales strategy.

Unit II: Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations- Role of sales executive


Unit IV: Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans,

Unit V: Managing sales expenses- Sales meetings and contests-Evaluation of Salesmen’s Performance and controlling.

(Case Studies are Compulsory)

Suggested Books:

3. Aftab Alam, Sales and Distribution Management, Wisdom Publications

5. Panda – Sales & Distribution Management, Oxford University Press.