



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

Subject: RETAIL MANAGEMENT

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
II	1	Foundations of Retail Management	4	4
III	2	Retail Store Operations	4	4
IV	3	Communications in Retail Business	4	4
IV	4	Merchandise Management	4	4
V	5	E-Tailing	4	4
V	6	Retail Logistics	4	4

SEMESTER-II

COURSE 1: FUNDAMENTALS OF RETAIL MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

- To make students familiar with the fundamental concepts and how the retail industry works.
- To understand the impact of retailing on the economy and its role in society.
- To understand the retail shoppers behaviour.
- To study the policies, methods, and procedures used by successful retailers in today's global economy.
- To be able to make decisions involved in running a retail firm.

UNIT-1: INTRODUCTION TO RETAILING:

Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.

UNIT-2: RETAIL CONSUMER:

Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process, Market research for understanding retail consumer, Responding and Targeting Consumers.

UNIT-3: RETAIL LOCATIONS:

Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a Retail Site Location, Measurement of success of location, Store Layout and Design, Merchandising and Assortment Planning.

UNIT-4: RETAIL STORE LOCATION AND STORE DESIGN:

Theories and criteria. Retail Store Design: Importance of Store Design, Exterior and Interior Store Design; Layout Design: Traffic flow and analysis, Layout, Types of layouts, Layout selection, Planogram; Visual merchandising: Methods of Display.

UNIT-5: OPERATIONS PRICING AND SPACE MANAGEMENT:

Store administration, Premises and Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Retail Information System, Operations Management in Retail. Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays.

Reference Books:

1. Arifshaik and Kaneez Fatima, Retail Management, Himalaya Publishing House.
2. Barry J. Davies, Philippa Ward, Managing Retail Consumption.
3. Suja R Nair, Retail Marketing, Himalaya Publishing House.
4. Leon G Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar, Consumer Behaviour, Pearson.
5. Jim Pooler, Why We Shop: Emotional Rewards and Retail Strategies.

SEMESTER-III

COURSE 2: RETAIL STORE OPERATIONS

Theory

Credits: 4

4 hrs/week

Course Objectives

- To acquire knowledge about store manager.
- To manage inventory through understanding ABC analysis, EOQ, GAP.
- To understand the procedure for preparing and managing receipts.
- To understand how to handle customer complaints.
- To study how to manage crisis, credit and store.

UNIT-1: INTRODUCTION:

Fundamentals of Retail Operations Elements & Components of Retail Operation - Store Administration and Management Premises - Roles of Store Manager- Retail Organisation Structure: Organisation of a Single-store Retailer; Regional Departmental Store; Chain of Stores.

UNIT-2: INVENTORY MANAGEMENT:

Managing Inventory & Display: Inventory Techniques - ABC Analysis – EOQ – SAP Analysis – GAP Model – Perpetual Inventory Control – Sales Forecast – CPFR Merchandise Reordering Plano-grams – Promotional Ordering.

UNIT-3: RETAIL OPERATIONS:

Space Allocation: Operation's Blueprint - Store format; Size; Space Allocation; Personnel Utilization- Managing Receipts - Store level and receiving and marking - Case Receiving – Item Check in - Self Service and Check out operations : Merchandising Factors in self-service – Applying Simplification in the Selling Process – Check out Operations – Checkout Systems and Productivity.

UNIT-4: ASSET MANAGEMENT:

Asset Management: The Strategic Profit Model; Other Key Business Ratios; Financial Trends in Retailing Budgeting & Resource Allocation: Preliminary Budgeting Decisions; On-going Budgeting Process

UNIT-5: STORE AND CREDIT MANAGEMENT:

Store Security: Cause of Shrinkage; Scale of Retail Crime; Dealing with Crime; Retail Loss Prevention – Insurance – Store Maintenance – Energy Management – Credit Management – Credit Management: Outsourcing; Computerisation; Crisis Management.

Reference Books:

1. Barry Berman & Joel R Evans, (2012), Retailing Management: A Strategic Approach, 12th Edition, Pearson Education India, Noida.
2. Chetan Bajaj, RajnishTuli and Nidhi V Srivastava, (2010),Retail Management, 2nd Edition, Oxford Publications, Bengaluru.
3. Michael Levy and Barton A Weitz, (2017),Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi.
4. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, (1988),Retailing Management, 6th Edition, John Wiley & Sons, Hoboken, NJ.

SEMESTER-IV

COURSE 3: COMMUNICATIONS IN RETAIL BUSINESS

Theory

Credits: 4

4 hrs/week

Course Objectives :

- To provide knowledge on different Marketing Communication models.
- To understand the role of advertising in retail communication.
- To emphasize on the importance of different forms of direct marketing.
- To comprehend the consumer oriented sales promotion techniques.
- To equip the students with different retail communication strategies.

UNIT-1: INTRODUCTION:

Elements of Marketing Communications, IMC (Integrated Marketing Communication): Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations, Events and Experience, Direct Marketing; Designing Retail Communication Program: Planning, Execution and Evaluation.

UNIT-2: ADVERTISING IN RETAIL:

Media Planning, Media Mix Decisions, Developing Media Strategy, Message Development, Popular Media Vehicles used in Retail Sector, Creative Strategy And Copy Writing, Copy Writing Pyramid, Different Types of Appeals, Copy Layout, Laws and Regulations.

UNIT-3: DIRECT MARKETING IN RETAIL:

Catalogue Marketing, Direct Mail and Email Marketing, Telemarketing, Electronic messages: E-mail, Mobile and Social Media. Internet Marketing: Web Portals, Web Traffic Management. Personal Selling: Sales Functions, Functions and Qualities of a Retail Sales Personnel, Sales Presentation Techniques.

UNIT-4: SALES PROMOTION IN RETAIL:

Retail Consumer Oriented Sales Promotion Techniques, Coordinating Sales Promotion with Other Tools of Market Promotion; Major Decisions in Sales Promotion, Retail Promotion Tools; Developing the Retail Sales Promotion Program: Pre-testing the Program, Implementation and Controlling the Program, Evaluation of Results.

UNIT-5: COMMUNICATION STRATEGIES FOR 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:

1. M. Ashraf Rizvi and Ramneek Kapoor, Communication for Retail Professionals, Tata Mc Graw Hill Education Pvt. Ltd.
2. William Wills, John Burnett and Sandra Moriarty, Advertising Principles and Practice, Pearson Education.
3. A.Chunnawala and K.C. Sethia, Foundations of Advertising Theory and Practice, Himalaya Publishing House.
4. Kazim Shah, and Satish K.Batra, Advertising and Sales Promotion, Excel Books.
5. Arif Sheik and Kaneez Fatima, Retail Management, Himalaya Publishing House.

SEMESTER-IV

COURSE 4: MERCHANDISE MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives :

- To understand the merchandising & its importance.
- To learn the roles and responsibilities of merchandiser and buyer.
- To evaluate merchandise performance.
- To enable to procure right merchandise.
- To get aware of basics of visual merchandising.

UNIT-1: INTRODUCTION:

Merchandising - Meaning of merchandising – Evolution of merchandising – Factors affecting the merchandising function – Roles and Responsibilities of merchandiser – Roles and responsibilities of the buyer – The concept of Life style merchandising.

UNIT-2: MERCHANDISE PLANS:

Merchandise Planning – Devising merchandise plans – Developing Sales Forecast – Forecasting at the store (SKU) – Collaborative planning forecasting and replenishment (CPFR) - Determining the merchandise requirements – Merchandising control – Assortment planning – The range plan – The model stock plan – Tools used for merchandise planning.

UNIT-3: MERCHANDISE IMPLEMENTATION AND EVALUATION:

Merchandising sourcing – Identifying the source of supply – Merchandise Implementation, Supply Sources: Vendor Search, Selection & Evaluation Contracting & evaluating the sources of supply – Negotiating with vendors – Establishing vendor relationship – Analyzing vendor performance – Advantages - The process of private label creation.

UNIT-4: MERCHANDISE BUYING AND CONTROL:

Steps involved, Types of Buying, Sources of Supply-identifying, Contracting and Evaluating Sources, Merchandise Control, Open to Buy, Cross docking. Category Management and Business Process.

UNIT-5: VISUAL MERCHANDISING:

Definition, Need and Importance; Design and Display: Core Design Strategies, Principles of Design, Point of emphasis in a Display, Store Ambience, and Merchandise Presentation.

Reference Books:

1. Swapna Pradhan, Retail Merchandising, Tata Mc Graw Hill
2. Berry Bennan and Joel Evans, Retail Management, Tata McGraw Hill.
3. Chetan Bajaj and Ranjith, Retail Management, Oxford University Press.
4. Gillespie, Hecht and Lebowitz, Retail Business Management, Tata McGraw Hill.

SEMESTER-V
COURSE 5: E-TAILING

Theory

Credits: 4

4 hrs/week

Course Objectives :

- To provide overview of e-tailing from both technological and managerial perspectives.
- To understand e-tailing frameworks, and technological foundations.
- To study how enterprises formulate strategies for e-tailing.
- To familiarize students with current and emerging electronic r-tailing changes.
- To enable students about recent trends in e-tailing.

UNIT-1 INTRODUCTION:

Meaning, concept, significance, comparison with convention retailing, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed – Loop Marketing, Advantages of e-tailing, Shortcomings of e-tailing. Brick & Mortar, Click & Mortar and pure E-tailing, Multi-channel E-tailing.

UNIT-2: E-TAILING MODELS, STARTING AN E-STORE:

E-tailing models, Weighing the options, approaches to building an E-store, requirements of an effective E-store, E-store design: web atmospherics, navigability, interactivity, retail information.

UNIT-3: MARKETING STRATEGIES FOR E-STORES:

Marketing mix in the age of E-tailing; the roles of cyber intermediaries in E-tailing; E-tailing and supply chain management system; Promotional strategies of E-retail business, Branding on the web, offline marketing, cross selling, referral services, permission marketing.

UNIT-4: PAYMENT & SECURITY ISSUES:

Online payment processing, internet payment gateways, internet security issues, E-malls, future of e-tailing
Module V: Customer Relation Management in E-tailing Building customer loyalty, CRM implementation, Customer service, gift reminder services, contests & promotions, online communities, loyalty programs, personalization

UNIT-5: LATEST DEVELOPMENTS, TRENDS AND PRACTICES:

Inventory Based Model, Market Place Model, Vendor Development, Business Expansion and Legal Implications.

Reference Books:

1. D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications
2. Levy & Weitz, Retailing Management, Tata McGraw Hill
3. Chaffey, Mayer, Johnston, Ellis-Chadwick (2000) Internet Marketing, Prentice Hall.
4. Hanson, W. (1999) Principles of Internet Marketing, International Thomson Publishing
5. Reedy, Schullo, Zimmerman, K. (2000) Electronic Marketing, Dryden.
6. E.Sterne, J. (1999) World Wide Web Marketing, 2nd Ed, John Wiley & Sons

SEMESTER-V
COURSE 6: RETAIL LOGISTICS

Theory

Credits: 4

4 hrs/week

Course Objectives :

- To develop competencies and knowledge of students to become Retail logistics professionals.
- To help Students to understand Retail logistics.
- To develop an understanding of the strategic role of a retail logistics management.

UNIT-1: INTRODUCTION:

Concept and Scope: Importance of Logistics in these days global Sourcing, Production and consumption- Dimension of Logistics: Macro and Micro aspects- Logistics as a competitive edge driver Peculiarities and diversity of needs of Logistics for Retailing.

UNIT-2: LOGISTICS AND RETAIL MARKETING:

Logistics as a Support function of Order Fulfilment, Assembling & Labelling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transport-packaging, packing, marking, preparing outbound documentation and shipping out by loading into containers customer facilitation tracking out-bound shipments.

UNIT-3: STRATEGIC RETAIL LOGISTICS:

Planning Transportation, Ware housing, packing and unitization, containerization. Multimodal Logistics. logistics strategy, Implementation, assorted and space management. Reverse logistics and Managing Returns.

UNIT-4: REVERSE LOGISTICS:

Basic of reverse logistics; concept of reverse logistics. The key activities involved in terms of identifying daily pickups, scheduling pickup for the day, coordinating with carriers, route map optimization, collecting pickup and feedback - Types of reverse logistics – Return from customer, return by carrier, return of damaged product, etc - Roles and responsibilities associated with reverse logistics - Global best practices and statistics associated with reverse logistics.

UNIT-5: RETAIL LOGISTICS NETWORK DESIGN FOR GLOBAL OPERATIONS:

Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, Characteristics of Logistics Information and Telecommunications Systems.

Reference Books:

1. Gibson G, "Retail Management: Functional Principles and Practices", Jaico Publishing house.
2. Ray, Supply Chain Management For Retailing, TMH.
3. James B. Ayers, Retail Supply Chain Management, Auerbach Publications.
4. Rushton, A., Oxley, J & Croucher, P Handbook of Logistics and Distribution Management. Kogan Page.
5. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. McGraw Hill.