

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester VI
with effect from the Academic Year 2018-2019**

**Elective Courses (EC) Group
B: Marketing Electives**

2. Retail Management

SN	Modules	No. of Lectures
1	Retail Management- An overview	15
2	Retail Consumer and Retail Strategy	15
3	Merchandise Management and Pricing	15
4	Managing and Sustaining Retail	15
	Total	60

SN	Modules/ Units
1	<p>Retail Management- An overview</p> <p>a) Retail Management:</p> <ul style="list-style-type: none"> ✓ Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management <p>b) Retail Formats:</p> <ul style="list-style-type: none"> ✓ Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations <p>c) Emerging Trends in Retailing</p> <ul style="list-style-type: none"> ✓ Impact of Globalization on Retailing ✓ I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels ✓ FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario ✓ Franchising: Meaning, Types, Advantages and Limitations, Franchising in India ✓ Green Retailing ✓ Airport Retailing
2	<p>Retail Consumer and Retail Strategy</p> <p>a) Retail Consumer/Shopper:</p> <ul style="list-style-type: none"> ✓ Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers <p>b) CRM in Retail:</p> <ul style="list-style-type: none"> ✓ Meaning, Objectives ✓ Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community <p>c) Retail Strategy:</p> <ul style="list-style-type: none"> ✓ Meaning, Steps in Developing Retail Strategy, Retail Value Chain <p>d) Store Location Selection:</p> <ul style="list-style-type: none"> • Meaning, Types of Retail Locations, Factors Influencing Store Location <p>e) HRM in Retail:</p> <ul style="list-style-type: none"> ✓ Meaning, Significance, Functions ✓ Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store

SN	Modules/ Units
3	<p data-bbox="277 203 794 237">Merchandise Management and Pricing</p> <p data-bbox="277 253 687 286">a) Merchandise Management</p> <ul style="list-style-type: none"> <li data-bbox="331 302 1410 465">✓ Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise <p data-bbox="277 477 549 510">b) Buying Function:</p> <ul style="list-style-type: none"> <li data-bbox="331 526 1410 645">✓ Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer <p data-bbox="277 656 794 689">c) Concept of Lifestyle Merchandising</p> <p data-bbox="277 701 501 734">d) Private Label</p> <ul style="list-style-type: none"> <li data-bbox="331 750 1075 784">✓ Meaning, Need and Importance, Private Labels in India <p data-bbox="277 795 501 828">e) Retail Pricing</p> <ul style="list-style-type: none"> <li data-bbox="331 844 995 878">✓ Meaning, Considerations in Setting Retail Pricing <li data-bbox="331 889 1410 1052">✓ Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing <li data-bbox="331 1064 1410 1368">✓ Variable Pricing and Price Discrimination- Meaning Types: <ul style="list-style-type: none"> <li data-bbox="357 1158 1027 1191">▪ Individualized Variable Pricing/First Degree Price <li data-bbox="357 1202 1410 1321">▪ Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing <li data-bbox="357 1332 1315 1368">▪ Variable Pricing by Market Segment/ Third Degree Price Discrimination
4	<p data-bbox="277 1395 699 1429">Managing and Sustaining Retail</p> <p data-bbox="277 1444 644 1478">a) Retail Store Operations:</p> <ul style="list-style-type: none"> <li data-bbox="331 1494 1410 1568">✓ Meaning, Responsibilities of Store Manager, The 5 S’s of Retail Operations (Systems, Standards, Stock, Space, Staff) <p data-bbox="277 1579 657 1612">b) Store Design and Layout:</p> <ul style="list-style-type: none"> <li data-bbox="331 1628 1410 1702">✓ Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics <li data-bbox="331 1713 1110 1747">✓ Store Layout- Meaning, Types: Grid, Racetrack, Free Form <li data-bbox="331 1758 1295 1792">✓ Signage and Graphics: Meaning, Significance, Concept of Digital Signage <li data-bbox="331 1803 1410 1883">✓ Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps

SN	Modules/ Units
	<p>c) Visual Merchandising and Display:</p> <ul style="list-style-type: none"> ✓ Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising ✓ The Concept of Planogram ✓ Display- Meaning, Methods of Display, Errors in Creating Display <p>d) Mall Management</p> <ul style="list-style-type: none"> ✓ Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"> ✓ Licenses/Permissions Required to Start Retail Store in India ✓ Ethical Issues in Retailing <p>Career Options in Retailing</p>