



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MMK 847	Course Title: Retail Management	
Semester: III	Course Type: Elective	Credits:3
Home Programme(s):MBA	Batch/Academic Year: 2020-22	
Course Leader: Dr.T.Venkateswarlu		

Course description and learning objectives

Retail is the second highest employable sector in India after information Technology. Retailers today must take complex decisions about selecting the appropriate target market, products, price and presentation of the merchandise. This is in addition to training and motivating retail employees. Retailers must build a path based on well-developed strategic plans and use state-of-the-art information and distribution systems to be viable. Having a clear understanding of the fundamentals of retailing would help to survive and prosper in the retail jungle.

Learning objectives:

- To provide an understanding of the concepts of Retail.
- To impart knowledge to analyze the retail strategy and process of strategy formulation.
- To evaluate the function of merchandizing and determine the pricing strategies of merchandize.
- To analyze the methodology of retail operations, specifically emphasizing on key activities and relationships.
- To apply the tools of retail communication mix and test the role of branding in retail marketing.

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Understand the fundamentals of retail concepts which can be applied in retail career	A1
CO2	Develop a retail strategy that appeals to a specific target market, which includes location, layout/design, merchandising, pricing, and promotions.	A3
CO 3	Apply the knowledge of function of merchandizing and its pricing	A3 & A2
CO 4	Analyze how to carry out Store Management in the most effective way.	A3 & A2
CO 5	Evaluate the best retail communication mix and retail branding.	A2

Course outline and indicative content

Unit I (8 Sessions) (CO1, CO2, L1 & L2)

Introduction to Retail: Meaning of Retail, the functions of Retailer, significance of retail, the evaluation of retail formats, understanding retail formats, the evaluation of retail, and drivers of retail

Unit II (8 Sessions)(CO2, L2& L3)

Retail Strategy: Concept – strategic retail planning process, retail locations, types of locations, steps involved in choosing a retail location, trade area and their evaluation, franchising- advantages and disadvantages.

Unit III (12 Sessions)(CO2, CO3, L12, L3 & L4)

Merchandizing and Pricing: Concept – evaluation and functions – role of merchandizer and buyer-function of buying for different types of organizations-merchandise planning-implications-process-sources of merchandise, concept of process of merchandise sourcing, retail price, factors affecting retail prices, elements of retail price, retail pricing strategies, SCM in Retail.

Unit IV (10 Sessions)(CO3, CO4, L13 & L4)

Store Operations –Concept -5SS of retail operations, legal aspects of store operations, store design, visual merchandising, private label, need for private labels, category management – components of category management

Unit V (12 Sessions)(CO3, CO4, L3, L4 & L5)

Retail Marketing & Branding: Retail Marketing Mix, Retail Communication Mix, role of branding in retail, customer loyalty, technology in retail-RFID, bar-coding, the changing Facets of retail

Assessment methods

	Task	Task type	Task mode	Weightage (%)
A1	Mid Exam	Individual	Written	20
A2	Project	Group	Field Visit	20
A3	Case Study	Group	Presentation	10
A4	End-term examination	Individual	Written	50

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge			CO1 (A1)			
Procedural Knowledge				CO2(A3), CO3(A2&A3)	CO4 (A2) CO5 (A2)	
Meta Cognitive Knowledge						

Teaching and learning resources

E-Resources, Cases, E-Books, Websites, E-Library, Handout

1. Swapna Pradhan, "Retail Management", Tata McGraw Hill Company, New Delhi,2017.
2. Piyush Kumar Sinha, "Retail Management", Wiley & Company,New Delhi,2014
3. Levy &Weitz, "Retail Management", Tata McGraw Hill Company,New Delhi,2013
4. Gibson G. Vedammani, "Retail Management", Jaico Publishing,NewDelhi,2013
5. TheJournalofBusiness&RetailManagementresearch,U.K
6. International journal of Retail & Distribution Management, Emerald
7. Journal of Marketing,India.
8. GITAM Journal of Management, GITAM Institute of Management, GITAM (Deemed to be University), Visakhapatnam.

Learning and teaching activities

Classroom Teaching, Power Point Presentation, Application in real life situation, Problem Solving, Project, Assignment et

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum
CO1	3	0	0	0	0	0	0	3	6
CO2	3	0	0	0	0	2	0	3	8
CO3	0	3	0	3	0	0	3	3	12
CO4	3	0	0	3	0	3	2	3	13
CO5	0	0	3	0	3	0	0	3	9
Target Level Max.	9	3	3	6	3	5	5	15	49

Programme Outcomes (POs)	
1.	Apply knowledge of management theories and practices to solve business problems.
2.	Foster analytical and critical thinking abilities for data-based decision making.
3.	Ability to develop value based leadership approach
4.	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6.	Apply range of entrepreneurial skills in business decisions.
7.	Ability to recognize the need and adopt the knowledge of contemporary issues, and also to engage in life-long learning.
8.	Evaluate opportunities and risks for operating businesses in the international context.