

Syllabus

MBA 924-18: Retail Management

Unit - I

Introduction to Retailing: Economic Significance, Opportunities in Retailing, Retail Management Decision Process

Retailing in India: Evolution of Retail in India, Drivers of Retail Change and Challenges to Retail Development in India.

Unit-II

Types of Retailers: Food Retailers, General Merchandise Retailers, Non-Store Retail Formats, Services Retailing, Types of Ownership.

Retail Models & Theories of Retail Development: Evolution of Retail Formats, Theories of Retail Development, Concept of Life cycle in Retail, Business Models in Retail

Unit-III

Managing the Store: Store Management Responsibilities, Recruiting & Selecting Store Employees, Socialising & Training New Store Employees Motivating, Managing & Evaluating Store Employees.

Store Layout, Design & Visual Merchandising: Objectives of Good Store Design, Store Layout. Space Planning and Merchandise Presentation Techniques. Atmospheric.

Unit-IV

Customer Service: Strategic Advantages through Customer Service, Customer Evaluation of Service Quality, GAPS Model for Improving Retail Service Quality.

Application of IT to Retailing: Growing Role of IT in Retailing, IT for Competitive Advantage, Data Mining, Database Marketing, Business Intelligence. International Retailing: International Retail Structures, Multi Chain Integration.