

VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)

PG & Research Department of Commerce

Changes in Syllabus 2015-16

SEMESTER VI

ELECTIVE III

RETAIL MANAGEMENT

Instructional Hrs.: 75

Sub. Code: 13COUE603

Max. Marks: CIA – 25; ESE – 75

Credits : 5

Objectives:

- To provide students with a comprehensive understanding of the theoretical and applied aspects of retail management.
- To make the students to learn the features of retailing, theories of retail development and growth of retail in India and at global level.

Unit – I

Retail Management: Meaning and Definition of Retail, Retailing, Retailer – Role of Retailer – Types of Retailer – Functions of Retailing – Characteristics of Retailing – Factors responsible for Retailing in India – *Retailing Principles* – Emerging Trends in Retailing .

Retailing Formats: Classification - Advantages and Disadvantages.

Unit – II

Retailing Strategy: Store Location – Importance -Target Market and Store Location - *Recent Trends in Store Location*

Retail Marketing Segmentation – Significance – Dimensions - Process.

Category Management – Concept - Reasons - Components – Drawbacks.

Unit - III

Merchandising Procurement and Store Management: Merchandising Procurement – Types of Merchandise Products - Process of Merchandise Procurement - Merchandise Assortment Plan - factors Affecting Merchandise Assortment Plans - Store Brands and its benefits to the Retailer.

Supply Chain Management – Meaning, Benefits - Need - Major Drivers – Components.

Distribution Management – *Distribution Channel* - Functions of Distribution Channel - Channel Level - Participants - Elements of Physical Distribution - Wholesaling and Warehousing.

Unit – IV

Retail Sales Promotion and Customer Service Strategies: Objectives - Types of Retail Sales Promotion Programmes - Retail Marketing Mix and New Trends in Sales Promotion. Customer Service Strategies – Managing the Customer - Importance of Customers - Customer Contact Points - Essentials of Good Customer Service - New Trends in Customer Service - *Challenges in Managing Customers.*

Unit – V

E-tailing & Career Opportunities in Retail : Meaning and Definition - e-tailing Vs. Traditional Retailing - Characteristics of e-tailing - Advantages and Disadvantages of e-tailing - Business Models - Barriers to Growth in e-tailing - Understanding Consumer Behaviour in e-tailing - Cyber Retailers/e-tailers as a Modern Retailing Format - Reasons for Popularity of Cyber Retailing.

Retailing Careers - Areas of career Opportunities in retail, Opportunities in Organised Retail market in India - Emerging Retail Destinations - Government Policy for Retailing in India - FDI in Retailing.

Note: *Italics* denotes self study topics

Skill based Component: (Not for End Semester Examinations)

- **Visit a Retail Shop at Erode and Study its Retailing Formats.**
- **Prepare a report on various aspects in Retail Management followed by a Retail Shop.**

Books for Reference:

1. Dr.Harjit Singh, *Retail Management - Text and Cases*, S.Chand, 3rd Edition, 2014.
2. Dr.R.K.Jain, *Retail Management*, Vayu Education of India, 1st Edition, 2009.
3. Gibson G Vedamani, *Retail Management – Functional Principles and Practices*, Jaico Publishing House, 2nd Edition, 2004.
4. Swapna Pradhan, *Retail Management – Text and Cases*, Tata Mc Graw Hill, 2nd Edition, 2004.
5. S.PraveenKumar & Dr.V. Mahalakshmi, *Retail Management*, Rudhra Books, 1st Edition, 2008.
6. Chetan Bajaj; Tuli R., Srivanstava N.V., *Retail Management*, Oxford University Press, Delhi, 2nd Edition, 2010.
7. K.V.S. Madaan, *Fundamentals of Retailing*, Tata Mc Graw Hill Education Private Limited, New Delhi, 2011.