

Title of Course	Retail Management	91
Nodal Department of HEI to run course		
Broad area/sector	Marketing and Advertising	
Sub sector	Retail Management	
Nature of course- Independent/Progressive	Independent	
Name of suggestive sector skill council		
Aliened NSQF level		
Expected Fees of the course- Free/Paid		
Stipend to students expected from industry		
Number of Seats		
Course Code	Credits-03 (1 theory, 2 practical)	
Max Marks...100...Minimum marks....	Max- 100 (25+75) ; Min-	
Name of proposed skill partner (please specify, name of industry, company, etc. for practical/training/internship/ogt)		
Job Prospects- Expected fields of occupation where student will be able to get job after completing this course in (please specify name/type of industry/company etc.)	The Job opportunities are available in this field such as departmental stores, supply chains, advertising agencies, supermarkets, etc. this field involves a direct communication with the customer & coordinating the business activities. Students who are specialists in retail management are known as Retail Managers.	

SYLLABUS

Unit	Topics	General/Skill Component	Theory/Practical /OJT/Internship/ Training	No. of theory hours (Total-15 Hours= 1 credit)	No. of skill hours (Total-60 Hours =2 credits)
1	Retail Theory & Practices Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing.		03	Collection of information on retail marketing from local market	15
2	Retail Marketing Strategy Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty		04	Invited lecture/training by local expert	20
3	Retail Organization & Functional Management Introduction, Classification of Retail Organization, Franchising, Human Resource		05	Internship/ Training to a related nearby	25

	Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management, Store Planning: Location, Layout, Store Operations: POS (Point of Sale) /Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements.			malls and departmental stores	
4	Electronic Retailing Introduction, Types of Technology in Retailing, Role of IT in Business; Influencing Parameters for use of IT in Retailing; Efficiency in Operations, Effective Management of Online catalogues; Direct Retailing Methods, Database Management; Data warehousing; Critical Analysis of E-Retailing Strategies; Customer Relationship Management.	03			

Suggested Readings:

1. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
2. Agarwal, Bansal, Yadav, Kumar- Retail Management, PragatiPrakashan, Meerut
3. 1. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
4. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill,

Suggested Digital platforms/web links for reading- urbantract.in/blog

Suggested OJT/Internship/Training/Skill partner-

Suggested Continuous Evaluation Methods: Assignments, mock tests, etc.

Course Pre-requisites:

- No pre-requisite required, **open to all**
- To study this course, a student must have the subject **N/A** in class/12th/certificate/diploma
- If progressive, to study this course a student must have passed previous courses of this series.

Suggested equivalent online courses:

Any Remarks/suggestion- NIL

Notes:

- Number of units in Theory/Practical may vary as per need
- Total credits/semester-3 (it can be more credits, but students will get only 3 credit/semester or 6 credits/year
- Credits for Theory=01 (Teaching Hours=15)
- Credits for Internship/OJT/Training/Practical=02 (Training Hours=60)