Course Name: ‘RETAIL’

<table>
<thead>
<tr>
<th>Credits</th>
<th>3</th>
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<tbody>
<tr>
<td>Faculty Name</td>
<td>SUDIP KUNDU</td>
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<tr>
<td>Program</td>
<td>PGDM-II(2013-15)</td>
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<tr>
<td>Academic Year and Term</td>
<td>2014-15, Term-VI.</td>
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1. **Course Description:** The main objective for the curriculum is providing insights on retail terminologies, format and strategies. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change. The subject intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

2. **Student Learning Outcomes (typically 3-5 bullet points)**

   - Be able to understand the basic concept of retailing and the retail formats.
   - Be able to explain the use and implication of retail strategies, particularly merchandising, atmospheric, location strategies, product management and pricing.
   - Be able to understand the importance of supply chain management and sales forecasting.

3. **Required Text Books and Reading Material**

   - *Retail Management: A Strategic Approach* (12th Edition) by Barry Berman and Joel R. Evans [Publisher: Pearson]
   - *Fundamentals of Retailing* by KVS Madan [Publisher: Tata McGraw-Hill]
   - *Retail Management – A Global Perspective*, text and cases by Dr. Harjit Singh. [Publisher: S.Chand]
   - *Retail Management, text and cases*, 3rd Edition by Swapna Pradhan [Publisher: Tata McGraw-Hill]
   - *Retail Management* by Chetan Bajaj, Tuli, Srivastava [Publisher: Oxford]
   - *Mall Management* by Abhijit Das, 2nd Edition [Publisher: Taxmann’s]
   - *Supply Chain Management* by Uanat Shah [Publisher: Pearson]
   - *Logistics & Supply chain Management – Strategies for Reducing cost & improving service* by Martin Christopher [Publisher: Pearson]

   {Note: Few available EBooks will be provided by the Course Instructor}
4. Tentative Session Plan

<table>
<thead>
<tr>
<th>Session</th>
<th>Topics/Activities</th>
<th>Reading/case list etc.</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Understanding the Indian Retail Market</strong></td>
<td><strong>Reading</strong> [all the pdf files to be provided]</td>
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<tr>
<td></td>
<td><strong>Sub Topic</strong></td>
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<tr>
<td></td>
<td>a) Meaning of Retail</td>
<td>a. Development of Modern Retailing in India</td>
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<tr>
<td></td>
<td>b) Evolution of Retail</td>
<td>b. Emerging trends in Retail</td>
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<td></td>
<td>c) FDI in Retail</td>
<td>c. Evolution of Retail</td>
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<td>d. FDI Retail 2011</td>
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<td>e. Foreign Direct Investment in India</td>
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<td>f. Government of India 2012 Circular FDI</td>
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<td>g. Government of India 2012 Review FDI</td>
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<td>h. Government of India 2013 Circular FDI</td>
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<td>i. India Retail Trends 2014</td>
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<td></td>
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<td>j. Indian Retail Market</td>
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<td>k. Pulse of Indian retail (RAI)</td>
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<td>l. Retail Sector in India</td>
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<td>m. The Opportunities and Challenges of FDI in Retail in India</td>
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<tr>
<td></td>
<td><strong>Case Study</strong></td>
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<tr>
<td>2 - 3</td>
<td><strong>Retail Store Format</strong></td>
<td><strong>Reading</strong> [all the pdf files to be provided]</td>
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<tr>
<td></td>
<td><strong>Sub Topic</strong></td>
<td></td>
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<tr>
<td></td>
<td>a) Classification of Retail Formats</td>
<td>a. Emerging Retail Formats and It’s Attributes: An Insight to Convenient Shopping</td>
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<td>b) Ownership classification</td>
<td>b. Using Transaction Utility Approach for Retail Format Decision</td>
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<td>c) General Merchandise Retail</td>
<td>c. Retail Entry Transformation</td>
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<td>d) Food Retailing</td>
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<td>e) Non Store Retailing</td>
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<td></td>
<td><strong>Case Study</strong></td>
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### Merchandising and Pricing

**Sub Topic**
- a) Merchandise Plan
- b) Analyzing Vendor Performance
- c) Multi tier Supply chain
- d) SOP – Stock transfer
- e) Merchandising Plan
- f) Planned reduction
- g) Stock Out Concept
- h) Planned Markdown
- i) Merchandising Planning
- j) Cash discount terms
- k) Initial Markup
- l) Customer Return
- m) Book Inventory
- n) Concept of Gross Margin
- o) Store Measurement Index
- p) BOM & EOM Stock level
- q) Merchandise Plan
- r) Assortment Planning

**Home Assignment 1:** Permanent Vs Point of sale Markdown – Judi Toerge (Academy of Art)

**Home Assignment 2:** Cash Discount Terms

**Home Assignment 3:** Calculating Initial Markup and Average Markup – Tammy Robinson (Radford University)

**Home Assignment 4:** Measuring Productivity with the use of average Sales per transaction and sales per employee hour – Bobbie Moore (Texas State University)

**Home Assignment 5:** Merchandise Plan

**Home Assignment 6:** Markdown Mayhem - Tammy Kinley (University of North Texas)

**Home Assignment 7:** Improving Performance in children’s Accessories – Irene Foster (Framingham State College)

### Role of Supply Chain Management in Retailing

- a) Definition of Supply chain
- b) Push vs. Pull Strategy
- c) Role of Outsourcing
- d) Customer Service Implication
- e) Product Customer Matrix
- f) Logistics performance cycle
- f) Understanding retail sales forecasting

**Case Study**


**Case Study**


**Class Assignment:** [students are required to carry Laptop]

“Trend Analysis in Retail sales” – Application Sales forecasting.
| 15-16 | **Visual Merchandising & Retail Communication**  
|       | a) Elements of Visual Atmosphere  
|       | b) Interior Atmospheric  
|       | c) Floor and wall Structures  
|       | d) Accessories  
|       | e) Display Products  
|       | f) Store Layout  
|       | g) Retail floor plans  
|       | h) Store Space Management  
|       | i) In store communication  
|       | j) Facing and blocking of merchandise  
|       | k) Rule of thumb: Fronting  
|       | l) Planogram Planning  
|       | m) Highlighting Private Labels  
|       | **Assignment:**  
|       | Estimating Advertising Budget using Solver  
|       | [students are required to carry Laptop]  
| 17    | **Location Strategies**  
|       | a) Location as a strategy  
|       | b) Trading area analysis  
|       | c) Theories on Store Location  
|       | d) Choosing a Store Location  
|       | e) Catchment Area analysis  
|       | **Reading:**  
|       | *Improving Retail Performance with Location Analytics*  
| 18    | **Retail Operations**  
|       | Introduction to Standard Operating Procedure  
|       | **Reading:**  
|       | *Retail Operations: Six success factors for a tough market*  
| 19-20 | **Students Group Presentation**  
|       | **Presentation Topic:**  
|       | 1. Current Retail Scenario and FDI Implication in India.  
|       | 2. Understanding Retail store classification.  
|       | 3. Scope of Private brands  
|       | 4. SCM - Its role in retailing  
|       | 5. Merchandising its importance in retailing  
|       | 6. Importance of VM in retailing |
5. Evaluation:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
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<tbody>
<tr>
<td>1. Home Assignment</td>
<td>20%</td>
<td>20</td>
</tr>
<tr>
<td>2. Case study</td>
<td>20%</td>
<td>20</td>
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<tr>
<td>3. Group Presentation</td>
<td>20%</td>
<td>20</td>
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<tr>
<td>4. Written Exam</td>
<td>40%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100</strong></td>
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6. Academic Integrity

- Regarding the Assignments and case study, I would request the students to give value regarding avoidance of cheating and plagiarism.

- Completing your work taking into consideration the deadlines.