

Course Name: 'RETAIL'

Credits	3
Faculty Name	SUDIP KUNDU
Program	PGDM-II(2013-15)
Academic Year and Term	2014-15, Term-VI.

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

- *Introduction to the World of Retailing* by Michael Levy and Barton Weitz, 8th Edition [Publisher: McGraw-Hill]
- *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 for Competitive Advantage – Concept & Cases* by Narayan Rangaraj, G. Raghuram, Mandyam M Srinivasan [Publisher: Tata McGraw-Hill]
- *Designing and Managing the Supply Chain – Concepts, Strategies and Case studies* by David Simchi Levi, Philip Kaminsky, Edith Simchi Levi, Ravi Shankar.
- *Supply Chain Management* by Uanah Shah [Publisher: Pearson]
- *Logistics & Supply chain Management – Strategies for Reducing cost & improving service* by Martin Christopher [Publisher: Pearson]
- *Merchandising Mathematics for Retailing* – Synhia R. Esaterling, Ellen L.Flottman, Marian H.Jernigan, Beth ES Wuest [Publisher: Pearson]

{Note: Few available EBooks will be provided by the Course Instructor}

4. Tentative Session Plan

Session	Topics/Activities	Reading/case list etc.
1	<p><u>Understanding the Indian Retail Market</u></p> <p>Sub Topic a) <i>Meaning of Retail</i> b) <i>Evolution of Retail</i> c) <i>FDI in Retail</i></p>	<p>Reading [all the pdf files to be provided]</p> <p>a. <i>Development of Modern Retailing in India</i> b. <i>Emerging trends in Retail</i> c. <i>Evolution of Retail</i> d. <i>FDI Retail 2011</i> e. <i>Foreign Direct Investment in India</i> f. <i>Government of India 2012 Circular FDI</i> g. <i>Government of India 2012 Review FDI</i> h. <i>Government of India 2013 Circular FDI</i> i. <i>India Retail Trends 2014</i> j. <i>Indian Retail Market</i> k. <i>Pulse of Indian retail (RAI)</i> l. <i>Retail Sector in India</i> m. <i>The Opportunities and Challenges of FDI in Retail in India</i></p> <p>Case Study <i>“The Indian retail lifestyle sector hyped or hyper”</i>: A case on Khadim’s: International Journal of Globalization & Small Business (IJGSB), ISSN (Online): 1479-3067 - ISSN (Print): 1479-3059, Inderscience Publication: International Journal of Globalisation and Small Business, Vol. 4, No. 2, 2011.</p>
2 - 3	<p><u>Retail Store Format</u></p> <p>Sub Topic a) <i>Classification of Retail Formats</i> b) <i>Ownership classification</i> c) <i>General Merchandise Retail</i> d) <i>Food Retailing</i> e) <i>Non Store Retailing</i></p>	<p>Reading [all the pdf files to be provided]</p> <p>a. <i>Emerging Retail Formats and It’s Attributes: An Insight to Convenient Shopping</i> b. <i>Using Transaction Utility Approach for Retail Format Decision</i> c. <i>Retail Entry Transformation</i></p> <p>Case Study <i>“Odyssey in Calcutta: A Mystery Unsolved”</i> in American Journal on Economics and Business Administration (AJEBA) – ISSN 1945 – 5488 © 2010 Science Publications. (August, 2010)</p>

4 – 9	<p align="center"><u>Merchandising and Pricing</u></p> <p>Sub Topic</p> <ul style="list-style-type: none"> 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 	<p>Home Assignment 1: <i>Permanent Vs Point of sale Markdown – Judi Toerge (Academy of Art)</i></p> <p>Home Assignment 2: <i>Cash Discount Terms</i></p> <p>Home Assignment 3: <i>Calculating Initial Markup and Average Markup – Tammy Robinson (Radford University)</i></p> <p>Home Assignment 4: <i>Measuring Productivity with the use of average Sales per transaction and sales per employee hour – Bobbie Moore (Texas State University)</i></p> <p>Home Assignment 5: <i>Merchandise Plan</i></p> <p>Home Assignment 6: <i>Markdown Mayhem - Tammy Kinley (University of North Texas)</i></p> <p>Home Assignment 7: <i>Improving Performance in children's Accessories – Irene Foster (Framingham State College)</i></p>
10-14	<p align="center"><u>Role of Supply Chain Management in Retailing</u></p> <ul style="list-style-type: none"> 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 	<p>Case Study <i>"Identifying the physical distribution form and supply chain issues in marketing F&V products by organised supermarkets": a case on reliance distribution model: International Journal of Business Performance Management (IJBPM), ISSN (Online): 1741-5039, ISSN print: 1368-4892, Inderscience Publication, Vol. 14, No. 4, 2013.</i></p> <p>Case Study <i>"Understanding the scope of private labels": A case of the rganized agri-food retail business: Journal of Agricultural Economics and Development, ISSN 2327-3151 ©2013 Academe Research Journals, Vol. 2(10), pp. 384-387, December 2013</i></p> <p>Class Assignment: [students are required to carry Laptop] <i>"Trend Analysis in Retail sales" – Application Sales forecasting.</i></p>

15-16	<p><u>Visual Merchandising & Retail Communication</u></p> <p>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</p>	<p>Assignment:</p> <p>Estimating Advertising Budget using Solver</p> <p>[students are required to carry Laptop]</p>
17	<p><u>Location Strategies</u></p> <p>a) Location as a strategy b) Trading area analysis c) Theories on Store Location d) Choosing a Store Location e) Catchment Area analysis</p>	<p>Reading:</p> <p><i>Improving Retail Performance with Location Analytics</i></p>
18	<p><u>Retail Operations</u></p> <p><i>Introduction to Standard Operating Procedure</i></p>	<p>Reading:</p> <p><i>Retail Operations: Six success factors for a tough market</i></p>
19-20	<p><u>Students Group Presentation</u></p>	<p>Presentation Topic:</p> <ol style="list-style-type: none"> 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:

Criteria	Weight	Marks
1. Home Assignment	20%	20
2. Case study	20%	20
3. Group Presentation	20%	20
4. Written Exam	40%	40
Total	100%	100

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.