PG DIPLOMA IN RETAIL MANAGEMENT

Non-Semester
(With Effect from the Academic Year 2013-14)

ELIGIBILITY FOR ADMISSION

Candidates who apply for the degree of PG Diploma shall possess the following qualifications.

(a) AGE LIMIT:

There is no upper Age Limit.

(b) QUALIFICATION:

Any Degree

3. DURATION OF THE COURSE

The course will be conducted for one year

3.1. EXAM : There will be an examination conducted by the University at the end of the year.

3.2. Passing minimum : 50

3.3. MEDIUM OF INSTRUCTION: The Medium of instruction will be English.

COURSE PROFILE

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PAPER I: INTRODUCTION TO RETAILING

UNIT I: Definition and Scope of Retailing – Retailer – Evolution of Retailing Industry - Retailer’s Role in the Distribution Channel – Vertical Marketing System

UNIT II: Functions of retailers – Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario - Prospects of Retailing in India


UNIT IV: Indian Experience in Retailing – Impact of FDI in Indian Context. Retail organization and Formats– Retail Ownership—Retail Formats—Store Based Formats—Non Store Formats—Generalist and Specialist Retailers—Services Retailing

UNIT V: Retailing and Consumption—The Changing Consumer Demographics-Life Style Changes—Shopping Behaviour—Retail Outlet Choice - Legal and Ethical Issues in Retailing

REFERENCES

2. Davis and Ward, Managing Retail Consumption, John Wiley & Sons 2002
3. Dunne, Lusch and Gable, “Retailing”, South-Western 2002

PAPER II: RETAIL ECONOMICS AND RETAIL FORMATS


UNIT II: Indian Experience in Retailing – Impact of FDI in Indian Context.

UNIT III: Economic Growth – Urbanization – Consumerism – Brand Profusion – Cheaper Real Estate

UNIT IV: Retail Formats I: Classification of retailers – Store based Retailers – By Ownership – Independent store – Chain store – Franchise store – By price – discount store


REFERENCES

3. Retail Management, ICFAI Center for Management Research Publication

PAPER III: STORE OPERATIONS MANAGEMENT


UNIT II: Store level Receiving and Marking : Case Receiving – Item Check in - Self Service and check out operations: Merchandising Factors in self service – Applying simplification in the selling process – Check out operations – Checkout systems and Productivity- Customer complaints and adjustments : Causes of complaints – Fundamentals of Effective Adjustment Practice.


REFERENCES

2. James R Ogden & Denise T Ogden, Bizstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.

PAPER IV: RETAIL STRATEGIES

UNIT I: Developing vision, mission – Store Differentiating Strategies – Retail Growth and Expansion strategies. Retail surveys – qualitative research – research design – Developing a methodology – Shopper observations – retail audits


UNIT V: Retail surveys – qualitative research – research design – Developing a methodology – Shopper observations – retail audits

REFERENCES

2. James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.

**PAPER V: STORE LOCATION, STORE LAYOUT – DESIGN AND VISUAL MERCHANDISING**

**UNIT I:** Store Management: Retail Operations and their significance – Customer service and accommodations – Retail Selling Process – Store staffing and scheduling – Retail Floor and shelf management – Store administration and facilities management – Shrinkage prevention – POS/Cashiering process – Store operating parameters

**UNIT II:** Store Location: Importance of Location Decision – Retailing strategy and location – Characteristic Used in Location – Analysis – Country and Regional Analysis – Demographic – Economic Cultural – Demand – Competition – Infrastructure – Trade Area Analysis – Trade Area Consideration – Defining the trade Area – Reilly’s Law – Huffs Model – Concentric Zones – Geo demographics


**UNIT V:** Design and Visual Merchandising: Location of Departments – Location of Merchandise within departments: Use of Planograms - Evaluating Space Productivity – Merchandise Presentation Techniques – Idea oriented presentation – Style item presentation Color presentation.

**REFERENCES**

2. James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.
PAPER VI: RETAIL BUYING AND MERCHANDISE MANAGEMENT


UNIT V: Retail Communication Mix – Role of Communication in Retailing – Methods of Communication – Planning the Retail Communication Programs – Implementing and Evaluating the Retail Communication Programs.

REFERENCES:

1. John Donnellan, Merchandise Buying and Management, Fairchild Publications
4. Retail Management, ICFAI Center for Management Research Publication

PAPER VII: RETAIL SELLING AND CUSTOMER SERVICE

UNIT I: Retail Selling: Role of Personal selling in Retail Promotion Mix – Role of Retail Sales Person - Retail Selling Process -- Preparing for the customer – Prospecting for the customer – Approaching the customer – Presenting the Merchandise – Demonstrating – Handling Objections – Up Selling – Cross Selling


quality of retail services – Knowledge Gap – Standards Gap – Delivery Gap –
Communications Gap – Service Recovery.

UNIT IV: Developing the right Customer Service Level – Cost of Customer Service –
Competitive Analysis

UNIT V: Store Characteristics – Income level of Target Market – Customer’s wants and needs -- Supplier Customer Service Levels.

Suggested Readings

1. James R. Ogden and Denise T. Ogden, Integrated Retail Management (Indian
   Adaptation), Biztantra, 2005
