



## **XAVIER INSTITUTE OF MANAGEMENT, BHUBANESWAR**

### **RETAIL MANAGEMENT**

Credits	<b>3</b>
Faculty Name	<b>Dr. PRESHTH BHARDWAJ</b>
Program	<b>MBA - BM</b>
Academic Year and Term	<b>Term VI</b>

### **1. Course Description**

The Retail sector in India had just about started gaining importance and recognition as a key sector when the recessionary trends of 2008-09 set in. This sector had witnessed unprecedented growth and optimism since 2006 onwards when every big Industrial House either had already entered or planned an entry into the sector. Post 2009, it was the time for introspection, consolidation and reorganization in Retail. The sector went through a lot of churn with many retailers like Subhiksha and Vishal retail winding up and most others downsizing their operations. The break-neck expansion spree screeched to a halt. Retailers have adopted a cautious approach thereafter and till date are treading forward slowly but steadily. Experts still believe in the potential of organized Retail. After all, the organized retail share in India is still miniscule, about 7-8 % as against 85 % organized market in USA and 20% in South East Asian countries. The opportunity for organized retail to grow is tremendous. With the long awaited opening up of multi brand retail FDI, the sector is poised to boom. Experts expect a lot of retail action which makes the Indian retail sector keenly watched both within and outside India.

### **2. Student Learning Outcomes**

After going through this course the students

- Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.
- Understand the key elements in planning, managing, and executing the retail marketing mix.
- Identify the approaches to and guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.

### 3. Pedagogy

The course handles the subject of Retail Management through use of lectures and discussion of cases and articles, clipping on Indian as well as on global firms. Participants are expected to contribute to quality discussion to derive learning.

### 4. Required Text Books and Reading Material

Levy, Michael, Weitz, Barton A., and Pandit Ajay (2015). *Retail Management*, Tata McGraw-Hill, 8<sup>th</sup> Edition, New Delhi.

#### Reference Texts:

- Dunne, Patrick M., Lusch, Robert F., and Carver, James R. (2015). *Retailing*, CENGAGE learning, 8<sup>th</sup> edition, Delhi.
- Bajaj, Chetan, Tuli, Rajnish, Srivastava, Nidhi Varma (2016). *Retail Management*, Oxford, 3<sup>rd</sup> edition, New Delhi.

### 5. Session Plan

Session	Topic	Reading	Cases
1	<b>Introduction to Retail, Types of Retailing:</b> Indian Retail, Global Retail, Different formats, Categories.	Chapter 1, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition.	
2	<b>Introduction to Retail, Types of Retailing:</b> Indian Retail, Global Retail, Different formats, Categories.	Chapter 2, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition.	
3	<b>Multichannel retailing:</b> Type of retail channels, benefits of multichannel strategy, Challenges and future scenario	Chapter 3, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
4 & 5	<b>Retail Market Strategy:</b> Building competitive advantage, growth strategies, strategic retail planning process	Chapter 5, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
6	<b>Managing the Merchandising:</b> Merchandise planning process	Chapter 12, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition.	
7	<b>Revision of sessions</b>	--	<i>Wal-Mart in China</i>
8	<b>Buying Merchandise:</b> Brand alternatives, vendor management, strategic relationship challenges.	Chapter 13, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition.	

9	<b>Retail Locations:</b> Understanding different aspects of retail location planning,	Chapter 7, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition.	
10	<b>Retail site location:</b> Evaluate specific criteria, site location decisions, estimating potential sales of the site.	Chapter 8, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition.	
11	<b>Store layout and Design:</b> Types of store layouts and their significance, Visual Merchandising.	Chapter 17, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition.	
12&13	<b>Retail Marketing:</b> Factors influencing the Retail shopper, understanding consumer decision making process, understanding elements of IMC program	Chapter 15, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
14	<b>Retail Pricing:</b> Pricing strategies, considerations for setting price, and techniques.	Chapter 13, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
15	<b>Information systems and SCM:</b> Managing IS, system design dynamics, future scenario	Chapter 10, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
16	<b>Customer Service &amp; CRM:</b> Strategic advantage through customer service; The CRM process; Loyalty programs	Chapter 11, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
17	<b>Revision of sessions</b>	--	<i>E-grocery market option for HUL</i>
18	<b>Customer Service:</b> The GAPS model for service quality, future scenario	Chapter 11, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
19	<b>Finance in retail:</b> Different financial metrics in retail	Chapter 6, <i>Levy, et al.</i> , McGraw Hill, 2015, 8th edition	
20	<b>Review of the course</b>	--	

**Note:** Guidelines for the session-wise Cases, as mentioned in the Session Plan, will be announced a week prior.

## 6. Evaluation

Sl.No	Component	Weightage
1	Case analysis-1 & 2	20 %
2	CP	10 %
3	QUIZ -2	30 %
4	End Term	40 %
<b>Total</b>	<b>100%</b>	

### Quizzes:

The quizzes may be taken without notice. Participants are advised to be ready to take the quiz at any time during the classes. Quizzes would assess both conceptual understanding and applications. No makeup quiz shall be given if the candidate misses it.

### Assignment

Details to be shared in class

### Examination:

Exams will assess conceptual clarity and linkage of concepts in real life situation.

## 7. Academic Integrity

The academic integrity will be strictly adhered to as per the rules and guidelines of the student Manual of Policy provided by the institution to the students. In case of any deviation, punitive action will be immediately undertaken as per the institute academic norms.

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