MBA (Retail Mgmt) - III Semester

PAPER-XI
RETAIL BRANDING & STRATEGY

Course Code: 45
Paper Code: MBRM3001

Objectives

➢ To present contemporary view of the role of Brand Management
➢ To explore various issue related to Brand Management, and
➢ To develop a critical understanding of the process involved in Brand Management in retailing

UNIT – I
Brand – Meaning – Definition – Role of Brand – Brand Positioning & Personality of a Brand

UNIT – II
Consumer’s concept of ‘Self-Image’- Brand Proposition – Brand Name & Brand Awareness

UNIT – III
Managing Brand Portfolio – Contemporary view of the role of Brand Management – Various issues related to Brand Management – Process involve in Building & Managing Brand in retail management

UNIT – IV
Approaches to strategic Management – Approaches to Strategic Analysis of the retailing environment – Approaches to the analysis of resources – Competence and Strategic capability – Application of technique such as Value Chain Analysis & Bench Marking

UNIT - V
Retailing organizations – Formulation and evaluation of strategic options within retailing organizations – Mergers – Acquisition and strategic alliances involving retailers – Analysis of organization structure and design among retail organizations

REFERENCES

Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi
Dunne, RETAIL MANAGEMENT, Cengage Learning Pvt. Ltd, New Delhi
S.L. Gupta, RETAIL MANAGEMENT
David Gilbert, RETAIL MARKETING MANAGEMENT
MBA (Retail Mgmt) - III Semester

PAPER-XII

STORE LOCATION, DESIGN AND VISUAL MERCHANDISING

Course Code: 45 Paper Code: MBRM 3002

Objectives

➢ To develop in-depth understanding for effective utilization of store design and visual merchandising techniques
➢ To learn the effectiveness of visual merchandising, and
➢ To understand various aspects of stores management.

UNIT - I

Store Location – Importance of Store Location – Types of Store Location – Isolated or Freestanding location – Unplanned Shopping Centers – Planned Shopping Centers – Store Location and Retail Strategy – Selecting the Store Location – Market Area Analysis – Effect of demographic, economic, cultural, demand, competition and infrastructural factors.

UNIT - II


UNIT III

Merchandise facilitators (fixtures, props, graphics and Signs etc) and material, current developments in visual materials, fixtures, retail space management, floor plan blueprints.

UNIT IV


UNIT V

Store Management, Responsibilities of Store Manager, Store Security and Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor Influencing Mall establishments.

REFERENCES

Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi
Dunne, RETAIL MANAGEMENT, Cengage Learning Pvt. Ltd, New Delhi
Michael Levy and Barton A.Weitz, RETAIL MANAGEMENT, Tata McGraw Hill, New Delhi
Swapna Pradhan, RETAILING MANAGEMENT by, Tata McGraw Hill, New Delhi
Dravind Gilbert, RETAIL MARKETING
MBA (Retail Mgmt) - III Semester
PAPER-XIII
RETAIL PLANNING AND LEGAL ISSUES
Course Code: 45 Paper Code: MBRM 3003

Objectives
- To understand concept of marketing strategy in Retail Management
- To plan and manage channel of distribution, and
- To get awareness about legal aspects involved in Retailing.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
REFERENCES

Swapna Pradhan, RETAILING MANAGEMENT TEXT & CASES, Tata McGraw Hill Companies.
Bert Rosenbloom, MARKETING CHANNEL, South Western – Thomson.
William G Zikumund & Michael d Amico, MARKETING CREATING AND KEEPING CUSTOMS IN AN E-COMMERCE WORLD, South Western, Thomson.
Barry Berman & Joel R. Evans, Retail Management A Strategic Approach, The Prentice Hall of India, New Delhi.
MBA (Retail Mgmt) - III Semester

PAPER-XIV

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code: 45
Paper Code: MBRM 3004

Objectives

- To introduce process and functions of physical distribution system
- To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and
- To provide an insight into the role of Internet Technologies and electronics commerce in supply chain management

UNIT - I

Physical distribution: Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – select channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

UNIT - II

Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

UNIT - III


UNIT - IV


UNIT - V


REFERENCES

Charles Futrell, SALES MANAGEMENT, Pearson Education Books, New Delhi
Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuning, SALES MANAGEMENT; Mcgraw Hill, New Delhi
Bert Rosenbloom, MARKETING CHANNELS: A MANAGEMENT VIEW, Dryden Press.
Coughlan, Anderson, Stem & El Ansary, MARKETING CHANNELS, Prentice-Hall India.
New Delhi. Bowersox & Closs, LOGISTICAL MANAGEMENT, Tata Mcgraw Hill. New Delhi
Satish C. Ailawadi & Rakesh singh, LOGISTICS MANAGEMENT, Prentice-Hall India Private Limited, New Delhi.
Efraim Turban, Jae Lee, David King, & H.Michael Chung, ELECTRNICS COMMRCE: A MANAGERIAL PERSPECTIVE, Pearson Education Inc.
MBA (Retail Mgmt) - III Semester

PAPER-XV
RETAIL MARKETING

Course Code: 45  Paper Code: MBRM 3005

Objectives
➢ To understand the concept, process and management of retail business
➢ To develop an understanding of the retail strategy and planning process, and
➢ To have an understanding of merchandise process

UNIT – I

UNIT-II
Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

UNIT-III
Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

UNIT-IV
Communicating with the retail customer - Retail promotion mix-Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.

UNIT - V
Globalisation and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk 'shopping arcades')

REFERENCES:
Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.
Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.
Lucas, Robert Bush & Larry Gresham, RETAILING Hononghton Miffin, AIPD, India.
Milind T, Phadtare, INDUSTRIAL MARKETING, Prentice Hall of India Private Limited, New Delhi.
Ron Hasty and James Reardon, RETAIL MANAGEMENT. McGraw-Hill Publication, International Editio
MBA (Retail Mgmt) - III Semester

PAPER-XVI
RETAIL SHOPPERS’ BEHAVIOUR

Course Code: 45  Paper Code: MBRM 4001

Objectives
➢ To understand shoppers Behaviour
➢ To familiarize with Models & Theories of Consumer Behaviour, and
➢ To acquainted with Marketing Research Procedure.

UNIT I
Shopper Behaviour : Introduction, Concepts & Techniques for Understanding the retail dynamics of customer buying behaviour process.

UNIT II
Model of retail consumer behaviour, personal, social and cultural influences on the customer and understanding customer needs and motives.

UNIT III
Relevant theories of personality, perception and motivation, customer buying roles.

UNIT IV
Stages in retail buying decision process such as information search, alternative evaluation, brand choice, post purchase dissonance, brand loyalty and motivation.

UNIT V
Market research – A tool for understanding retails markets consumers, research prior to setting up a retail store & research after setting up a Retail Store.

REFERENCES
Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi
Dunne, RETAIL MANAGEMENT, Cengage Learning Pvt. Ltd, New Delhi
Swapna Pradhan, Retailing Management, Tata Mc Graw Hill.
P.Robins, Organizational Behaviour – 11th Edition
MBA (Retail Mgmt) - IV Semester

PAPER-XVII

RETAIL SALES TECHNIQUES & PROMOTIONS

Course Code: 45 Paper Code: MBRM 4002

Objectives
- To learn communication and promotion
- To understand the impact of promotion in retailing, and
- To develop sales promotion technique

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

REFERENCES

Schulz, William A Robinson & Lisa A Peterson, SALES PROMOTION ESSENTIALS : THE 10 BASIC SALES PROMOTION TECHNIQUES.

Julian Cummins & Ruddy Mullin, SALES PROMOTIONS HOW TO CREATE, IMPLEMENT AND INTEGRATE CAMPAIGNS THAT REALLY WORK, Kogan Page.

Kazmi & Sathish K Batra, ADVERTISING & SALES PROMOTIONS, Excel Books.

George e Belch & Michael A Belch, ADVERTISING & SALES PROMOTIONS AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE, Tata Mc Graw Hill.

Steve Smith, HOW TO SELL MORE STUFF – PROMOTIONAL MARKETING THAT REALLY WORKS, Dearborn Trade Publishing.
MBA (Retail Mgmt) - IV Semester

PAPER-XVIII
RETAIL INFORMATION SYSTEM & E-RETAILING

Course Code: 45
Paper Code: MBRM 4003

Objective

➢ To acquaint the students with the environmental, institutional, decisional and procedural aspects of retailing through the internet.

UNIT - I
Introduction – Purpose of Retail Information system – Steps in conducting Marketing Research – Tools for collecting data – Role of Technology in gathering data – Universal product code – Networking

UNIT - II

UNIT - III

UNIT - IV
E-commerce Payment system – Credit cards, e-cash, e-cheques, - Stored Value system – Accumulating balance systems – Electronic billings.

UNIT- V
E-commerce Marketing – Online branding – Online Market research – E-commerce Marketing communication – Online advertising – Online promotions – Costs and benefits of online communication

REFERENCES

Chetan Bajaj, Rajnish Tuli, Varma and Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.

Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.
MBA (Retail Mgmt) - IV Semester

PAPER-XIX
CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: 45  
Paper Code: MBRM 4004

Objectives

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function, and
- To enable managing Customer Relationship.

UNIT - I

CRM concepts - Acquiring customers, - customer loyalty and optimizing customer relationships.
CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

UNIT - II


UNIT - III

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management.
Field Force Automation. - CRM links in e-Business: E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

UNIT-IV

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

UNIT- V

CRM Implementation - Defining success factors - Preparing a business plan requirements, justification, processes. - Choosing CRM tools: Defining functionalities, Homegrown versus outsourced approaches.

Managing customer relationships: conflict, complacency, Resetting the CRM strategy. Selling CRM internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

REFERENCES

Chetan Bajaj, Rajnish Tuli, Varma and Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.
Kristin L. Anderson & Carol J Kerr, CUSTOMER RELATIONSHIP MANAGEMENT
Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT
S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi
MBA (Retail Mgmt) – IV Semester  
PAPER-XX  
GLOBAL COMPETITIVENESS AND RETAILING  
Course Code: 45  
Paper Code: MBRM 4005  
Objectives  
- To familiarize students with the basics of global competitiveness.  
- Exposing the students to the forms and success ingredients of strategic alliances, which are fast emerging as basic tools for business successes in the Global Market, and  
- To explain channels of International retailing.

UNIT I  
Global Competitiveness : An overview – concept of competitiveness : sources of competitiveness; Competitive Behavior, Strategies and Models; Challenges of Competition.

UNIT II  
Framework for Assessing Competitiveness – Various Approaches : International and National Competitiveness Studies; Developing Competitiveness – Role of Quality and Productivity in Achieving World Class Competitiveness; Attaining Competitiveness through Integrative Process Management; Technology Management; R & D; Production and Operations Management; Management and Location Decision; Entry Mode and Competitiveness; Tax Policy and competitiveness.

UNIT III  
Retailing and Marketing Competitiveness; Culture and Competitiveness; Role of Information in Building Competitiveness; Global Competitiveness of Indian Industry – Status; Cause of Uncompetitiveness; Strategic Alliances – Meaning and Nature, Types of strategic Alliances; International Alliances as Strategy for gaining competitiveness; Management of Strategic Alliances; Strategic Alliances in Indian Context.

UNIT IV  
International Retailing – Alternative conceptions of International retailing; definitions, interpretations and classification – trends in the internationalisation of retailing and evolution of International retailing – Motives for international retailing, the changing nature of boundaries International – Where retailers internationalise, assessing the potential of retail markets – Methods of International retailing, accessing retail markets, the form of entry, joint ventures, franchising, acquisition etc. Marketing planning for differing international and regional requirements – Why retailers internationalise.

UNIT V  
REFERENCES

IIFT and BICP, GLOBAL COMPETITIVENESS OF INDIAN INDUSTRIES, New Delhi.
IMD, WORLD COMPETITIVENESS YEAR BOOK, Latest Issue.
Nicolas Alexander, INTERNATIONAL REALALING, Blackwell Business Publishers Ltd.
Arun Chandra, Pradeep Rau, & John K. RYANS INDIA BUSINESS : FINDING OPPORTUNITIES IN THIS BIG EMERGING MARKET, Paramount Market Publishing Inc.