



Swami Ramanand Teerth
Marathwada University,
Vishnupuri Nanded 431606

Centre For External Education

M.Com. (External Mode)
Second Year

SYLLABUS 2023-24

M.Com II Year

Course No

Paper No. MC15

RETAIL MANAGEMENT

Objectives:The purpose of this course is that the students should gain an understanding on Basics of Retailing, Functional aspects of Retailing, Recent Trends in Retailing & Application of IT in Retailing

Unit-I: Introduction to Retail Management

Retailing Definition and Meaning, Importance of Retailing, Functions of Retailers, Theories of Retail Development, Evolution of Retail in India, Retail Formats, Organized and Unorganized Retailing, Retailing Environment, Problems and Challenges of Retailing, Opportunities in Retailing, Non-Store Retailing, FDI in Retailing. Reason for retail growth in India, Recent trends in Retailing

Unit-II: Retail Store Location, Store Layout and Design

Consumer buying behavior, Consumer buying process factors affecting consumer buying behaviour. Consumer segmentation in retail.Types of Store locations, Factors for Choosing Store Location, Steps involved in choosing a Store Location, Trade Area Analysis, Store Layout.Types of Store layout, Principles of Store Design, Importance of Store Design, Interior Store Design & Exterior Store Design

Unit-III: Retail Merchandise Management,Retail Pricing and Branding

Classification of Consumer Goods, Merchandise Procurement, Process of Merchandise Procurement, Merchandise Assortment Plan, Retail Pricing, Factors Affecting Retail Pricing, Different Approaches of Retail Pricing.Branding Definition, Retail branding. ProductBranding v/s Retail Branding. Types of Branding.

Unit-IV: Retail HRM, and Promotion Management

Overview of Human Resource in Retail-Recruitment, Selection, Training, Motivation and Evaluation of Performance of Personnel, Need and Importance of Promotion Mix in Retailing, Retail Promotion Mix Strategies-Retail Advertising, Retail Sales Promotion, Personal Selling, Publicity.Communication Mix, Visual Display, E-Retailing.Building customer Relationship Management and competitive management.Application of Information Technology in Retailing

Suggested Readings:

1. Levy, Weitz and Pandit : Retailing Management:Tata McGraw Hills.
2. Dr. Harjit Singh : Retail Managemen: S. Chand Publication
3. Arif Sheikh & Fatima Kaneez : Retail Management: Himalaya Publication House
4. Swapna Pradhan: Retail Management : Tata McGraw Hill, New Delhi
5. Lamba: Art of Retailing: Tata McGraw Hill
6. KVS Madaan : Fundamentals of Retailing:Tata McGraw Hill.
7. A Shiva Kumar: Retail Marketing: Excel Books
8. Gipson G Vedamani: Retail Management. JAICO publishing house.