

Elective Course 5: Retail Management

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M3PE513	Course Duration:	30 Hours

Course Objectives:

- To introduce students to foundational principles, strategies, and operations of retail management.
- To equip students with practical skills in store management, merchandising, and inventory control.
- To develop analytical capabilities for evaluating retail performance metrics, sales forecasting, and profitability.
- To enable students to apply customer relationship management and retail marketing strategies.
- To foster understanding of contemporary retailing trends, including e-commerce, Omni channel strategies, and technology integration.

Course Outcomes:

- CO1: Understanding the basics of shopper marketing, shopper behavior and retail management.
- CO2: Apply the concepts and frameworks to different retail environments
- CO3: Analyze data and identify relationships and retailing models
- CO4: Evaluate different channel and retail models for developing optimum solutions
- CO5: Create an integrated plan based on the learning's and observations made for a channel to reach shoppers, based on course work done

Unit/ Module	Content	CO Mapping	Hours Assigned
1	Basics of Retailing: consumers / Shoppers / Introduction to supply chain / Marketing / Behaviour / Habit; how retailing emerged	CO1, CO2, CO3	2

2	Value chain and consumers; catchments and how these impact retail; building and understanding catchments	CO1,CO2	2
3	Channels of distribution; types of retailing and the impact of the type of store on different processes in retail - Traditional trade / Grocers / Convenience stores/Supermarkets/Hypermarkets/Department stores / Super centres / EBOs and MBOs / Chain stores	CO1,CO2 ,CO3	2
4	Customer and shopper behaviour; Segmentation in retailing	CO2,CO3	2
5	Elements of Store design; Space allocation and space planning	CO1,CO2 , CO3	2
6	Store Operations , Finance, HR, Marketing; Functions: Category, Buying and merchandising	CO1,CO2 ,CO3	4
7	Merchandising and sourcing	CO3,CO4	3
8	Shopper marketing concepts	CO2,CO3	2
9	Movement of products and services, Types of Buying & Merchandising, Supply chain and distribution in offline retail	CO2, CO3, CO4	3
10	How online works: Internet , Smart phones, data costs, digitization	CO2, CO3, CO4	2
11	Loyalty programmes, CRM; Strategic Retail Model for measuring retail productivity	CO3, CO4	1

12	Private labels and their role in retailing, meeting the private label challenge	CO3, CO4	2
13	Omnichannel; multi-channel	CO3, CO4, CO5	3

Textbooks:

1. Event Management and Marketing: Theory, Practical Approaches and Planning by Dr. Anukrati Sharma and Dr. Shruti Arora
2. The Business of Events Management by John Beech, Robert Kaspar, et al.
3. The Art of Building Experiential Events: An Event Designer's Almanac by Dr. Deepak Swaminathan

Reference Books:

1. Events Management by Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell
2. Successful Event Management: A Practical Handbook by Anton Shone & Bryn Parry
3. The Event Manager's Bible by D.G. Conway

Suggested Cases:

1. Corporate Event – Product Launch (Apple Event)
2. Cultural Event – Jaipur Lit Fest
3. Virtual Event – CES Tech Conference

