

SEMESTER III

Course Title: MERCHANDISING AND CATEGORY MANAGEMENT

Course Code: RETL605

Course Objectives:

The course highlights the finer details of the retail operation called merchandising. Apart from giving the theoretical overview of the concepts and important terms, procedures and practices, the contents emphasize the planning and control aspect along with the extended applications like retail branding decisions.

Syllabus:

Module I: Merchandise & Merchandising

Concepts & philosophy, Components of merchandising Management, The Merchandising Management process, devising merchandising plans. Forecasts, innovativeness, assortment, brands, timing and allocation.

Module II: Merchandising Planning and Forecasting

Implementing Merchandise plans. Selecting and interacting with merchandising sources. Evaluating merchandise, negotiating the purchase. Concluding the purchases, receiving and stocking the merchandise. Recording the merchandise. Re-evaluating the on a regular basis. Merchandise forecast and budgeting, Designing control units, Sales forecasting, Inventory level planning. Planning purchases, Planning profit margins.

Module III: Logistics Management

Logistics and order processing and fulfillment. Transportation and ware housing. Customer transaction and Customer service.

Module IV: Inventory management

Inventory management. Retailer's tasks. Inventory levels. Merchandise security. Reverse logistics. Inventory Analysis. Inventory valuation- the cost method and the retail method.

Module V: Category Management

Category management. Concept of Category, Category management & category captainship.

Module IV: Latest Development, Trends & Practices

Software used in Merchandising and Product Planning

Text & References:

- Swapna Pradhan, Retail Merchandising, Tata McGraw Hill
- Rosemary Varley, Retail Product Management: Buying & Merchandising, Routledge
- Levy & Weitz, Retailing Management, Tata McGraw Hill

Course Title: Sourcing and Vendor Management

Course Code: RETL703

Course Objectives:

In present times, global sourcing and vendor management is a critical and complex organizational function as it involves processes, technology, systems and management skills. Finding the right vendor and solutions for customized products, services and applications and managing lead times are challenges that purchase managers face on a daily basis. The objective of this paper is to equip students with skills relating to vendor management, strategic procurements and risk management and to develop their knowledge on contemporary trends and issues in global sourcing and vendor management.

Syllabus:

Module I: Understanding Sourcing as a Strategic Organizational Function

Evolution of purchasing, Purchasing, sourcing and vendor management as a key organizational function, Purchasing objectives, Impact of strategic purchasing on profitability, Make or Buy Decisions, Types and methods of sourcing in retail; centralized vs decentralized, single sourcing vs multiple sourcing, day-to-day vs long range sourcing

Module II: The Sourcing Process

Market analysis and supplier research, Prime sources of supplier information, Request for Proposal, Fundamental steps of the buying process, terms and condition of purchase, Buying Documentation, Negotiation, Use of IT in sourcing, Global Tenders and EProcurement, Reverse Auctions, Expanded role of global purchasing

Module III: Vendor Selection and Management

Vendor selection process, Evaluation of existing vendors, Developing vendor performance measures, new vendor development process, working with suppliers to manage quality, JIT and TQM in sourcing, Key supplier account management, Vendor relationship development, Vendor monitoring, Promoting SME suppliers.

Module IV: Cross functional Approach to Sourcing

Overview of material management function and supply chain alignment, Role of purchasing in supporting inventory objectives, Goals of Inventory Control, Hedging vs. Forward Buying, Risk management, matching supply with customer demand, managing inward logistics, Transportation modes and warehousing.

Module V: Issues in Sourcing

Legal, socio-cultural issues in international buying, Measurement of sourcing performance, Benchmarking in Retail Purchasing. Module VI: Latest Developments, Trends & Practices 20% Dealing with international suppliers, UNO and GATT conventions Environmental issues-Green Purchasing- Industry Best Practices

Text & References:

- Sollish, F. and Semanch, J. (2007), Strategic Global Sourcing: Best Practices, Wiley Publications
- Chartered Institute of Purchasing and Supply (CIPS), UK – Case Studies
- Chopra and Miendl (2003), Supply Chain Management: Strategy, planning and operation, Pearson Books
- Pooler, V.H. (1997) Purchasing and Supply Management: Creating the vision, Springer

Course Title: MALL MANAGEMENT

Course Code: RETL711

Course Objectives:

The course contents provide a detailed outline of Malls and its design and retail components. Special emphasis is given to the practical aspects. The objective of the course is to impart skills necessary for taking up positions in Mall administration.

Course Contents/Syllabus:

Module I: Concept of Mall

Definition, Types and Genesis of malls, growth of malls globally, Diffusion of the concept to India, growth of malls in India, future trends and projections, advantages of mall over other retail formats, comparison of Malls in USA and India.

Module II: Mall Architecture

A description of the various components of mall architecture and their significance like Facade, Atrium, Parking, circulation path and utilities.

Module III: Handling a Mall project

Choosing the macro and micro locations, identifying the catchments, Deciding Tenant-mix and anchor tenant(s), concept planning and retail zoning, a comment on suitability of popular retail formats as anchor tenants like Hyper markets, Department Stores, Multiplexes and Eating joints.

Module IV: Components of Mall Management

Concept and Tenant-Mix Planning, Lease Management, Marketing and Space Selling, Facilities & Utilities management, Security & Information Systems, Mall promotion & Events management.

Module V: Latest Developments, Trends and Practices

Innovations at Mall in India, Use of Technology in Mall Management

Text

- Harvinder Singh, Srini R Srinivasan (2012), Mall Management: Operating in Indian Retail Space, Tata McGraw Hill Education Pvt. Ltd

References:

- Levy & Weitz (2011), Retailing Management (5th ed), Tata McGraw Hill
- Burman & Evans(2011), Retail Management-A strategic Approach (8th ed), (Pearson Education)
- Paco Underhill (2007), Simon & Schuster ,Call of the Mall

Course Title: PRINCIPLES OF RETAILING

Course Code: RETL601

Course Objectives:

This course is designed to give a thorough idea about Retail practices in India and other parts of the World by integrating dynamics of Retail environment with the theoretical framework. It introduces the field of retailing, the basics of retail formats, the importance of building and maintaining retail stores.

Syllabus:

Module I: RETAILING

Concept, definition and functions. Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India: key drivers for growth and future prospects. Retail formats and their characteristics: Store formats-Supermarket, Department store, Hypermarket, The Mall, Discount store, Category Killers, Kiosks, Convenience store, Specialty store. Non-store formats- Eretailing, direct selling, Television Home shopping, Vending Machine retailing.

Module II: STORE LOCATION PLANNING

Levels of locations decisions, city selection, location options-High-street location, free standing location, Shopping center/mall location, site selection, factors affecting city, location and site location decisions. Store design and Layout: Exterior design components and their significance, Interior atmospherics, store layout and space planning, visual merchandising.

Module III: MERCHANDISING MANAGEMENT

Deciding the merchandise mix- variety, assortment, branding, quality, price points, factors affecting merchandise mix- budget constraint, space limitation, product turnover rates, stock replenishment, economic order quantity, Vendor identification and selection criterion, negotiating with vendors, category management.

Module IV: RETAIL PRICING & COMMUNICATION

Factors affecting pricing, developing a retail price strategy- retail objectives, deciding a pricing policy, price adjustments. Retail communication: concept of retail image, classification of the elements of retail communication mix, retail advertising- types, media decisions, retail sales promotion tools, personal selling, publicity, word of mouth.

Module V: RETAIL INFORMATION SYSTEM

Meaning, Data warehousing and mining, Electronic Data interchange (EDI), improved supply chain management, quick Response Delivery system, Universal Product Code (UPC), Point-of-sale Terminals, Radio Frequency Identification (RFID), Self-check-out systems.

Module VI: LATEST DEVELOPMENTS, TRENDS AND PRACTICES

Software used for designing Store Layout Smart Draw FDI in retailing-pros and cons, Impact of organized retailing on small grocery stores.

Text & References:

- Bajaj, Tuli & Srivastava, Retail Management- Oxford University Publications
- Ogden & Ogden, Integrated Retail Management- Biztantra Publications
- Gibson G Vedamani, Retail Management: Functional principles & practices- Jaico Publishing House
- Swapna Pradhan, Retailing Management, Tata –Mcgraw Hill Publications
- Berman & Evans, Retail Management: A strategic approach, Pearson
- Levy & Weitz, Retailing Management, Tata Mcgraw Hill

Any other Study Material:

- Retailer - Magazine
- Journal of Retailing
- Retail-Wall Street Journal
- Global Retail Development Index – AT Kearney

Course Title: RETAIL SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Course Code: RETL714

Course Objectives:

It is the supply chains that competes, and not the companies in the present global market. More so in the retail sector where the profitability and competitiveness of a company is directly linked to the efficiency and responsiveness of the supply chain. The objective of this course is to develop an understanding of the strategic role of a retail supply chain and logistics management of its various components.

Syllabus:

Module I: Overview of Retail Supply Chain

Introduction to retail supply chain. Comparison with manufacturing supply chain • Essentials of retail supply chain management. Customisation in retail supply chain

Module II: Supply Chain Issues of Various Retail Formats

Supplier Relationship Management and Sourcing Decisions. Pricing Dynamics and Dynamic Pricing in Supply Chain • Customer Relationship Management Process • Inventory Management • Communication and Inter-Functional Coordination

Module III: Supply Chain Issues

- Waste Elimination and Lean Thinking in Supply Chains • Supply Chain Balanced Score Cards • Managing Supply Chain Risks • Supply Chain Operations Reference (SCOR) Model
- Use of IT applications in Supply Chain; Bullwhip Effect in Supply Chain

Module IV: Strategic Retail Logistics Planning

Transportation, Ware housing, packing and unitization, containerization • Multimodal Logistics • logistics strategy, Implementation, assorted and space management • Reverse logistics and Managing Returns

Module V: Retail Channel

Marketing Channels – structure and functions • Channel Design and Implementation – segmenting, targeting, and establishment of new channels or refining existing channels, identifying power sources, and channel coordination

Module VI: Latest Development, Trends and Practices

Technological advancement in Supply Chain • Radio Frequency Identification its uses and benefits • Supply Chain Games

Text & References:

- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education

- Rangaraj, Raghuram and Srinivasan (2009), Supply Chain Management for Competitive Advantage: Concepts and Cases, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage

SEMESTER IV

Course Title: Retail Branding and CRM

Course Code: RETI707

Course Objectives:

The course involves the objective of imparting comprehensive understanding of the fundamentals of building, measuring, and managing a brand. The emphasis is also on enhancing life time value of customers and developing partnering relationships with profitable loyal customers.

Course Contents/Syllabus:

Module I: Concept of branding

Concept of branding, the challenges faced by brand managers, the value of a brand to customers and the organization, Branding Challenges & Opportunities, Strategic Brand Management Process Criteria to choose brand elements, Creation of brand personality, brand personality scale, brand image sources, Brand identity dimensions

Module II: Brand Re-vitalization & Equity

Brand & Line Extensions, Marketing Mix for Brand Extensions, Co – Branding. Upward and Downward stretching of brands, Components of retail image. Dynamics of creating and maintaining retail image, The brand equity concept, Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy Brand Awareness, Brand Loyalty, Brand Associations, Brand Recognition, Recall

Module III : Planning Retail Promotional Strategy

Elements of retail promotional mix : Advertising, public relations, personal selling, sales promotions. Point of purchase advertising, Determining promotional objectives. Establishing an overall promotional budget. Selecting the promotional mix, Implementing the promotional mix, Reviewing and revising the promotional plan.

Module IV : Creating Customer Value through CRM

Importance of CRM, Rationale and Benefits of CRM; Types of CRM; Emerging Issues and Future Trends of CRM. Customer relationships and channel relationships. Customer Satisfaction: Pre-requisite to customer Relationship; Customer Value; Value Chain Analysis; Customer Life time Value: Concept and Measurement ; Measuring Equity in Customer Relationships

Module V: Customer retention strategies

Relationship retailing, Managing Service Recovery and Complaint Handling; Customer Retention Strategy

Text & References:

Keller K.L. (2008), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Prentice Hall.

Course Title: E-RETAILING

Course Code: RETL710

Course Objectives:

This course provides an overview of e-retailing from both technological and managerial perspectives. It introduces e-retailing frameworks, and technological foundations; and examines basic concepts such as strategic formulation for e-retailing enterprises, management of their capital structures and marketing an online store. This course is designed to familiarize students with current and emerging electronic retailing changes.

Syllabus:

Module I: E-retailing

Meaning, concept, significance, comparison with convention retailing, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed – Loop Marketing, Advantages of e-Retailing, Shortcomings of e-Retailing. Brick & Mortar, Click & Mortar and pure E-retailing, Multi-channel retailing.

Module II: E-retailing models, starting an E-store

E-retailing models, Weighing the options, approaches to building an E-store, requirements of an effective E-store, E-store design: web atmospherics, navigability, interactivity, retail information

Module III: Marketing Strategies for E-stores

Marketing mix in the age of E-retailing; the roles of cyber intermediaries in E-retailing; E-retailing and supply chain management system; Promotional strategies of E-retail business, Branding on the web, offline marketing, cross selling, referral services, permission marketing.

Module VI: Payment & Security issues

Online payment processing, internet payment gateways, internet security issues, E-malls, future of e-retailing

Module V: Customer Relation Management in E-retailing

Building customer loyalty, CRM implementation, Customer service, gift reminder services, contests & promotions, online communities, loyalty programs, personalization

Module VI: Latest Developments, Trends and Practices

Inventory Based Model, Market Place Model, Vendor Development, Business Expansion and Legal Implications

Text & References:

• D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications • Caroll & Broadhead, Selling Online: How to Become a Successful E-Commerce Merchant, Dearborn publishers • Janice Reynolds, The Complete E-Commerce Book: Design, Build, and Maintain a Successful Web-Based Business, CMP Media. • Dennis, Fenech & Merrilees, E-retailing, Routledge Press • Levy & Weitz, Retailing Management, Tata McGraw Hill

Course Title: Luxury Retail

Course Code: RETL713

Course Objectives:

To familiarize the students with theoretical concepts of how Luxury segment is a different ball game. The knowledge of handling niche customers will help the student in enhancing their skills in understanding and handling such shoppers. It helps students get exposure to an altogether different segment of Retail.

Course Contents/Syllabus:

Module I: Introduction to Luxury

Fundamentals of Luxury, Genesis of the Luxury segment, Difference between premium and luxury products. Importance of luxury today, Customer Handling, Introduction to Indian Luxury Brands

Module II: Luxury Services and Branding

Luxury Service Scenario in India, What service qualifies for Luxury, Developing brand equity, Brand Stretching, What makes a product part of the luxury segment?

Module III: Anti-laws of Marketing

The laws that defy Marketing Management rules.

Module IV: Pricing and Distribution

Determining price premium, Price fixation, Price reduction/markdowns and Sales. Distribution and then Internet distribution. Luxury Malls in India

Module V: Strategic Perspectives

Luxury business models, Entry & Exit from Luxury, Classic Marketing.

Module VI: Latest Developments, Trends and Practices

Taking Indian Brands Abroad, Making India a Luxury Destination

Text & References:

- [Chevalier](#) Michel , Gutsatz [Michel](#) (2010) Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support , Wiley Publications
- Chaddha Radha , Husband Paul (2012), The Cult of the Luxury Brand, Nicholas Breary.
- Benjamin Berghaus, Günter Müller-Stewens, Sven Reinecke (2018) The Management of Luxury, An International Guide, Kogan Page