

EC: 406: Retail Management (Elective Course)

Theory: Credit: 4 (100 %)
Marks: 100

Total

Unit	Topics Covered	Wt.
I	<p>Introduction to Retailing Socio-economic, Technological and Competitive Forces; Concept of Organized Retailing; Vertical Marketing System; Evolution of Modern Retailing; Theories of Retail Development – Environmental Theory, Cyclical Theory, Conflict Theory;</p> <p>Retail Store Formats Classification based on types of Ownership; Merchandise stored; Channel used; Pricing Strategy; Customer Service; Multi channel Retailing; Destination Stores and Parasite Stores</p>	20%
II	<p>Retail Buying / Shopping Behavior Buying / Shopping behavior in retailing context; Factors influencing Retail Shopping Behavior – Socio-economic and Cultural background, The Stages of Family Life-Cycle, Location and Choice Convenience; Geo-demographic Segmentation of Retail Market.</p>	20%
III	<p>Retail Strategy Concept of Retail Mix; Growth Strategy for Retailers / Retail Franchisors; Building Sustainable Competitive Advantage for long-term Survival and Growth; Strategies for Internationalization of Retail Business – Franchising, Licensing, Joint Ventures, Acquisition and Mergers</p>	20%
IV	<p>Retail Store Location Planning Types of Retail Locations; Trading Area Analysis – Primary, Secondary and Fringe Area; Techniques of Evaluating a Trading Area – The Herfindahl-Herschman Index, The Index of Retail Saturation, Reilly’s Law of Retail Gravitation, Huff’s Model, Central Place Theory,</p>	20%
V	<p>Pricing Strategies for Retail Business Concept of Retail Price; Initial and Maintained Markup; Elements of Retail Price; Determining the Price; Retail Pricing Policies / Strategies; Price Discrimination and Markdowns</p>	20%

Reference Books:

1. Retailing Management:Text & Cases, Pradhan,Swapna, Tata McGraw-Hill 3rd ed., 2010
2. Retailing: Environment & Operations, Newman Andrew J and Peter Cullen, Cengage Publications.