

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

ELECTIVE COURSES

Subject Name: Retail Operations

Subject Code: 2830014

1. Course Objectives:

- To develop knowledge of contemporary retail operation issues at the operational level.
- To describe and analyse the way retailing works, specifically the key activities and relationships.
- To provide an academic foundation to the above through the application of retailing theory and research to practical retail operations.

2. Course Duration:

The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each.

3. Course Contents:

Module No	Contents	Sessions
1	Selection and Planning of Stores Types of Location Choice of General Location Location and site evaluation Store Atmosphere	4
2	Retail Operations Management Operating a Retail Business Operation blue print Personal Utilization Store maintenance Energy management and renovations Inventory management Store Security and Insurance	8

	Outsourcing Credit Management Computerization Crisis Management	
3	Stores Management - I Objectives of Store Functions of Stores Store Systems and procedures Visual Merchandising Store Designing Space planning Preservation : Prevent Shoplifting/Safety and Security Refunds and Returns Customer Service Cash Handling	8
4	Store Management – II Management of Receipts Issue Control Store Documentation Housekeeping Surplus Management ABC Analysis Store Accounting and verification System Continues Stock taking system	8
5	Student will undertake a Project based on one the above Modules / Topics with a large / medium / growing Retail Format Store and conclude with a Public Presentation.	8 Presentations and Live Projects

4. Teaching Method: The following pedagogical tools will be used to teach this course:

(1) Lectures and Discussions

(2) Visit to a Retail Format Store to understand key retail operations

(3) Assignments and Presentations

5. Evaluation:

A	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
C	End –Semester Examination	Weightage 70 marks (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Sriram B. Iyer	Retail Store Operations	The McGraw-Hill	Latest
2	A J Lamba	The Art of Retailing	The McGraw-Hill	2003
3	Barry Bermans and Joel Evans	Retail Operations Management: A Strategic Approach	Pearson	2002
4	K. V. S. Madaan	Fundamentals Of Retailing	The McGraw-Hill	2009

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

1. Andrew Julian Newman, Peter Cullen, **Retailing: Environment and Operations, south western cengage learning**
2. Manfred Krafft, Murali K. Mantrala, **Retailing in the 21st Century: Current and Future Trends, Springer**
3. S. C. Bhatia, **Retail Management, Atlantic Publishers and Distributors.**

8. List of Publications:

1. The Journal of Business & Retail Management Research (JBRMR) (ISSN 1751 8202)
2. Retailer
3. ELK Asia Pacific Journal of Marketing & Retail Management
4. The Global Journal of Retail Management (GJRM)
5. Retail Policy and Reports published by Government of India, CII, FICCI and other Industry Associations.

9. Session Plan:

Session	
1-2	Selection and Planning of Stores Types of Location Choice of General Location Case Study 1: Location and Success of a Retail Store
3-4	Location and site evaluation Store Atmosphere
5-6	Retail Operations Management Operating a Retail Business Operation blue print Personal Utilization
7-8	Store maintenance Energy management and renovations Inventory management
9-10	Store Security and Insurance Outsourcing Credit Management
11-12	Computerization Crisis Management Case Study 2: Retail Operations
13-14	Stores Management - I Objectives of Store Functions of Stores Store Systems and procedures
15-16	Visual Merchandising Store Designing Space planning

17-18	Preservation : Prevent Shoplifting/Safety and Security Refunds and Returns
19-20	Customer Service Cash Handling Case Study 2: Visual Merchandising / Customer Service
21-22	Store Management – II Management of Receipts Issue Control
23-24	Store Documentation Housekeeping
25-26	Surplus Management ABC Analysis
27-28	Store Accounting and verification System Continues Stock taking system
29-36	Practical Module: The student shall visit a Retail Format Store, study Operations or a part thereof, and prepare a brief Report and Presentation on operational aspects of a Retail Store. The student shall make a Public Presentation in the presence of a Retail Store Manager / Partner.