

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

**Subject Name: Retailing and Franchising (RF)**

**Subject Code: 3539287**

### Learning Outcome:

- Understanding the basic concepts of retailing and franchising
- Develop insights about retail management strategies
- Understanding the critical aspects of managing retail operations, retail stores and customer service

1. **Course Duration:** The course duration is of 36 sessions of 75 minutes each.

### 2. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to Retailing, Global and Indian Retail Scenario, types of retail formats (store and non-store), multi channel and Omni channel retailing, retail market strategy.	9	17
II	Retail locations, Site selection, Retailing Merchandising Planning and Procurement, Category management, Private Labels / Store Brands as a strategy tool.	9	18
III	Store layout, design and visual merchandising, Store atmospherics, customer service, Managing Human Resource as a key to store management.	9	18
IV	Introduction to franchising, advantages and disadvantages of franchising to franchisee and franchisor, types of franchises, Franchise agreement and Franchise Disclosure Document, Risks in franchising, Indian and global franchising scenario	9	17
V	<b>Practical applications:</b> A pair of students (02) has to visit retail store(s) and identify the retail management strategies and tactics adopted in that store.	---	(30 Marks CEC)

### 3. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Classroom Lectures
- (b) Video cases
- (c) Case Studies

#### 4. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Project/ Assignments/ Quiz / Class participation etc	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

#### 5. Reference books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Michael Levy, Barton Weitz, Dhruv Grewal	Retail Management	McGraw Hill	10 <sup>th</sup> edition
2	Barry R. Berman, Joel Evans	Retail Management: A strategic approach	Pearson	12 <sup>th</sup> (2013)
3	Gibson G. Vedamani	Retail Management	Pearson	Latest Edition
4	Manish Sidhpuria	Retail Franchising	McGraw Hill	Latest
5	Joel Libava	Become a Franchise Owner	Wiley	Latest
6	Swapna Pradhan	Retailing Management – Text and Cases	McGraw Hill	Latest Edition
7	Swati Bhalla, Anuraag S.	Visual Merchandising	McGraw Hill	Latest
8	Katrandjiev Hristo, Velinov Ivo	Online visual merchandising	Lambert	Latest
9	Dr. A. Mustafa	Retail Management	Himalaya	1 <sup>st</sup> (2013)
10	James R Carver, Patrick M. Dunne, Robert F. Lusch	Retailing	Cengage	8 <sup>th</sup> (2014)
11	J.K. Nayak, Prakash C. Dash	Retail Management	Cengage	1 <sup>st</sup> (2017)

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.

#### 6. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. The Journal of Business and Retail Management Research
2. Retailer (magazine)
3. STOrai (magazine)
4. [www.rai.net.in](http://www.rai.net.in) – website of Retailers Association of India
5. [www.indiaretailing.com](http://www.indiaretailing.com)
6. For FDD and Franchise Agreement, kindly refer FDD or franchise agreement of any major global franchise chain