



1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Comprehend</i> retailing’s role in society and, conversely, society’s impact on retailing. • <i>Interpret</i> the implications of various retail sub-strategies on the overall success of retailing venture. • <i>Describe</i> the characteristics of the local retailing and franchising environment for a given retail business.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Propose</i> store layout & design strategies and business processes that are best suited to a given retail business.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Analyze</i> operations-oriented policies, methods, and procedures used by successful retailers in today’s global economy.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>List</i> the main authorities, legislation, regulations and institutions that deal with consumer rights in India.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Demonstrate</i> how to communicate effectively with customers during the sales process.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Build</i> strong human resource capabilities in the team so that they remain highly motivated, efficient and innovative.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539291	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Comprehend</i> retailing’s role in society and, conversely, society’s impact on retailing.	3	2	2	1	2	-	-	1	2
LO2: <i>Interpret</i> the implications of various retail sub-strategies on the overall success of retailing venture.	2	2	2	-	-	1	-	2	2
LO3: <i>Describe</i> the characteristics of the local retailing and franchising environment for a given retail business.	2	2	1	3	-	2	-	1	1
LO4: <i>Propose</i> store layout & design strategies and business processes that are best suited to a given retail business.	2	2	3	1	1	2	2	3	1
LO5: <i>Analyze</i> operations-oriented policies, methods, and procedures used by successful retailers in today’s global economy.	1	1	3	-	3	2	-	1	1



Syllabus for Master of Business Administration (Part - Time), 4th Semester

Specialization: Marketing Management

Subject Name: Retailing and Franchising

Subject Code: 5549926

LO6: List the main authorities, legislation, regulations and institutions that deal with consumer rights in India.	2	1	-	-	-	1	3	1	1
LO7: Demonstrate how to communicate effectively with customers during the sales process.	1	1	1	3	-	1	1	1	1

2. Course Duration: The course duration is of 40 sessions of 60 minutes each.

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70Marks (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	Practical applications: 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)

4. Teaching Methods:

The course will use the following pedagogical tools:

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

5. Evaluation:

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

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

6. 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 th edition
2	Barry R. Berman, Joel Evans	Retail Management: A strategic approach	Pearson	12 th (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 st (2013)
10	James R Carver, Patrick M. Dunne, Robert F. Lusch	Retailing	Cengage	8 th (2014)
11	J.K. Nayak, Prakash C. Dash	Retail Management	Cengage	1 st (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.

7. 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 – website of Retailers Association of India
5. www.indiaretailing.com
6. For FDD and Franchise Agreement, kindly refer FDD or franchise agreement of any major global franchise chain