

## **MBA-II SEMESTER-III Retailing-I**

### **1. Course Objectives:**

The basic objective of any marketing activity is to generate, satisfy and retain consumers by facilitating production, distribution and consumption functions of the society. Thus, it is a process consisting of a series of iterative and inter-related steps to effectively perform the above-mentioned functions. Retailing is one such step in the marketing chain of activities that facilitates the distribution function. Initially, it was considered as just another step in the marketing chain. However, as the competition started intensifying as an obvious offshoot of the globalization, firms started looking forward to ways to differentiate. Retailing being the final link in the vertical marketing channel that connects firms with their consumers, marketers thought of using it for differentiation and positioning. Reaching out to customers directly not only offers the firms an advantage of understanding the customers better but also affords an opportunity for deriving a substantial value addition. Retailing is no more an outgrowth of traditional marketing activity; rather it is recognized as an important business proposition in its own accord. Today, retailing has emerged as a discipline with a considerable amount of thinking and research being poured in to it. This course is intended to familiarize the students with the emerging and fast growing sectoral area and a business proposition. The specific objectives of this course are:

- 1) To familiarize the learners with the concept of modern retailing and understand  
the significance of retailing in the current business environment
- 2) To understand retailing as a business and various strategies the firms engaged  
in retailing business adopt for their survival and growth
- 3) To understand the role of several support functions in enhancing the performance of the retail business

### **2. Course Duration:**

The course duration is of 40 sessions of 75 minutes each.

### 3. Course Contents:

Module No.	Module / Sub-Modules	Sessions	Marks (20% of 70 each)
I	<p><b>Introduction to Retailing</b> 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><b>Retail Store Formats</b> Classification based on types of Ownership; Merchandise stored; Channel used; Pricing Strategy; Customer Service; Multi channel Retailing; Destination Stores and Parasite Stores</p>	8	14
II	<p><b>Retail Buying / Shopping Behaviour</b> Buying / Shopping behaviour in retailing context; Factors influencing Retail Shopping Behaviour – Socio-economic and Cultural background, The Stages of Family Life-Cycle, Locational and Choice Convenience; Geo-demographic Segmentation of Retail Market</p> <p><b>Retail Strategy</b> 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>	8	14
III	<p><b>Retail Store Location Planning</b> 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>	8	14
IV	<p><b>Pricing Strategies for Retail Business</b> Concept of Retail Price; Initial and Maintained Markup; Elements of Retail Price; Determining the Price; Retail Pricing Policies / Strategies; Price Discrimination and Markdowns</p>	8	14

<b>V</b>	<p><b>Other Support Functions</b>  <b>Human Resources Management:</b> Designing an Organization structure, Challenges of HR in Retail Business, Selecting, Nurturing and Retaining the Right People,  <b>Supply Chain Management:</b> The Concept and Philosophy of Supply Chain Management, Issues in Implementing Organization wide SCM Practice, Integration of Supply Chain, Deriving Value out of SCM Practice</p> <p><b>Technology in Retailing:</b> IT in Retailing, Electronic Point-of-Sales (EPOS) System, Electronic Funds Transfer, Virtual Shopping, Electronic Commerce (E-Commerce), Database Marketing</p>	<b>8</b>	<b>14</b>
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#### 4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- A.** Lectures
- B.** Case Discussions and Role Playing
- C.** Audio-visual Material (Using CDs/ Clippings)
- D.** Assignments and Presentations

#### 5. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

A	Assignments / Presentations/ Quizzes / Class Participation / etc.	Weightage 10% (Internal Assessment)
B	Mid-Semester Examination	20% (Internal Assessment)
C	End-Semester Examination	70% (External Assessment)

#### 6. Basic Text Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
T1	Pradhan, Swapna	Retailing Management: Text & Cases	Tata McGraw-Hill	3 <sup>rd</sup> ed., 2010
T2	Newman Andrew J and Peter	Retailing: Environment & Operations	Cengage	India Edition, 2002

	Cullen			
T3	Cox, Roger, and Paul Brittain	Retailing: An Introduction	Pearson	Low Price Edition

### 7. Reference Books:

<b>Sr. No.</b>	<b>Authors</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Edition and Year of Publication</b>
R1	Sinha, P. K. and D. P. Uniyal	Managing Retailing	Oxford	1 <sup>st</sup> ed., 2007
R2	Berman, Berry and Joel R. Evans	Retail Management: A Strategic Approach	Pearson	10 <sup>th</sup> Edition, 2007
R3	Bajaj, Tuli and Srivastava	Retail Management	Oxford	12 <sup>th</sup> ed., 2009
R4	Dunne, Patrick M and Robert F. Lusch	Retailing	Cengage	India Edition, 2002
R5	Levy, Michael and Barton A. Weitz	Retailing Management	Tata McGraw Hill	5 <sup>th</sup> Edition, 2004
R6	Sharma, D. P.	E-Retailing	Himalaya	1 <sup>st</sup> Edition, 2009
R7	Lincoln, Keith and Lars Thomassen	How to Succeed at Retail	Kogan Page India	1 <sup>st</sup> South asian Edition, 2010
R8	Fernie, John and Leigh Spark	Logistics in Retail Management	Kogan Page India, New Delhi	1 <sup>st</sup> South Asian Edition, 2010
R9	Srini. R. Srinivasan	Strategic Retail Management	Biztantra	1 <sup>st</sup> Edition, 2010
R10	Srinivasan S. R., and R. K. Srivastava	Cases in Retail Management	Biztantra	1 <sup>st</sup> Edition, 2010

**8. List of Journals / Periodicals/Magazines/Newspapers, etc.:**

- 1) Indian Journal of Marketing
- 2) Harvard Business Review
- 3) International Journal of Retailing
- 4) European Retailing Digest

**NB:** The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

## 9. Session Plan:

### Retailing-I

Sessions No.	Topics
1-2	Introduction to Retailing: Socio-economic, Technological and Competitive Forces; Concept of Organized Retailing;
3-4	Vertical Marketing System; Evolution of Modern Retailing; Theories of Retail Development – Environmental Theory, Cyclical Theory, Conflict Theory;
5-6	Retail Store Formats: Classification based on types of Ownership; Classification based on Merchandise stored; Classification based on Channel used
7-8	Retail Store Formats (contd.): Classification based on Pricing Strategy; Classification based on Customer Service; Multi channel Retailing; Destination Stores and Parasite Stores
8-10	Retail Buying / Shopping Behaviour: Buying / Shopping behaviour in retailing context; Factors influencing Retail Shopping Behaviour – Socio-economic and Cultural background
11-12	Retail Buying / Shopping Behaviour (contd.): The Stages of Family Life-Cycle, Location and Choice Convenience; Geo-demographic Segmentation of Retail Market
13-14	Retail Strategy: Concept of Retail Mix; Growth Strategy for Retailers / Retail Franchisors;
15-16	Building Sustainable Competitive Advantage for long-term Survival and Growth;
17-18	Strategies for Internationalization of Retail Business – Franchising, Licensing, Joint Ventures, Acquisition and Mergers
19-20	Retail Store Location Planning: Types of Retail Locations; Trading Area Analysis – Primary, Secondary and Fringe Area;
21-22	Techniques of Evaluating a Trading Area – The Herfindahl-Herschman Index, The Index of Retail Saturation, Reilly's Law of Retail Gravitation,
23-24	Huff's Model, Central Place Theory,
25-26	Pricing Strategies for Retail Business: Concept of Retail Price; Initial and Maintained Markup; Elements of Retail Price; Determining the Price;
27-28	Retail Pricing Policies / Strategies; Price Discrimination and Markdowns
29-30	Human Resources Management: Designing an Organization structure, Challenges of HR in Retail Business, Selecting, Nurturing and Retaining the Right People,
31-32	Supply Chain Management: The Concept and Philosophy of Supply Chain Management, Issues in Implementing Organization wide SCM Practice,
33-34	Integration of Supply Chain, Deriving Value out of SCM Practice
35-36	Technology in Retailing: IT in Retailing, Electronic Point-of-Sales (EPOS) System, Electronic Funds Transfer,
37-38	Virtual Shopping, Electronic Commerce (E-Commerce), Database Marketing
39-40	<b>Review and Integration</b>