



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-5 (BBA)

Subject: Retail Management – BBAMM15318

Type of course: Major (Core)

Prerequisite:

Students should have a basic understanding of business principles and marketing concepts.

Rationale:

This course equips the students with retail management practices and focuses on strategies for effective operations, customer experience and engagement strategies to enhance business growth.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Overview of Retail Management: Definition, importance, functions and scope of Retailing; Evolution of Retail Competition, - The Wheel of Retailing, the Accordion, the Retail Life Cycle; Emerging Trends in Retailing; The Retail Scenario in India; Retail Formats. Types of Retail Outlets, Role of Retail Store Manager, A Sample profile sheet of a Store Manager in Retail Industry Strategic Planning in Retailing: Objectives, Identification of Consumer Characteristics & Needs, The Retail Value Chain	15	25
2	Situational analysis: Introduction to Retail Strategy, Levels of Strategy for Retail Organization; Strategic Retail Planning Process, Functions of Retail Strategy, Retail Institute categorized by Ownership - Web, non-store-based, and other forms of nontraditional retailing; Retail Promotions. Retail store location: Introduction and Types of Retail location, Location Selection Process, Site Evaluation – The Trading Area Analysis, Site Selection, Store design and layout, Display.	15	25
3	Managing retail business: Retail organization and HRM; Operations management: financial and operations dimensions; Supply Chain Management – Warehousing, Merchandise Planning, Credit Management, Retail Pricing, Managing retail services; Service characteristics. Branding & delivering the product: Perceptions of service quality, Developing and implementing plans, Out-of-store retailing - different types.	15	25
4	International Retailing: Common strategies for entering international markets, Internationalization and Globalization, Shopping at World stores, Going International, The Internationalization process, Culture, Business and International management. Emerging formats-Issues and Options.	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Retail Store Visit & Analysis: Students, will visit a retail store of their choice, analyze its layout, product placement, customer experience, and overall retail strategy and upload a PDF report on GMIU Web Portal.	10
2	Price Comparison Study: Students will explore any 2 physical retail outlets of their choice (selling similar products) to compare the pricing strategies of the selected retail outlets and submit a price comparison report on GMIU Web Portal.	10
3	Virtual Store Tour: Students will complete a virtual tour of an online retail platform of their choice and analyze its user interface, product categories, and ease of navigation and submit a report in PDF and upload it on GMIU Web Portal.	10
4	Retail Store Manager Interaction: Students will visit a retail store of their choice and interact with the store manager and ask a particular set of questions related to the day to day working of the store manager and submit the set of questions and answers in form of report and upload the PDF on GMIU Web Portal.	10
5	Retail Branding Analysis: Students will select a retail brand and analyze its branding strategy, including its logo, store design, and marketing communication. A detailed PDF report of their analysis will be uploaded on the GMIU Web Portal.	10
6	Retail Visual Merchandising Review: Students will visit a retail store and evaluate its visual merchandising strategy, including window displays, product arrangement, and signage. They will analyze how these elements influence consumer behavior and submit a report on the GMIU Web Portal.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	0%	10%	10%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand retail management fundamentals; formats, trends, and the store manager's role in strategic planning.
CO2	Analyze retail institutions, strategies, promotions, and store location factors.
CO3	Evaluate key retail management strategies to optimize performance and customer experience.
CO4	Investigate the process of internationalization in retailing, understand global shopping trends, and evaluate the impact of culture on international business management.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] James R. Ogden and Denise T. Ogden (Latest Edition). "Retail Management: A Strategic Approach."
- [2] Barry R. Berman and Joel R. Evans (Latest Edition). "Retail Management: A Strategic Approach."
- [3] Roger Cox and Paul Brittain (Latest Edition). "Retail Management: A Global Perspective."
- [4] Michael Levy and Barton A. Weitz (Latest Edition). "Retailing Management."
- [5] Alexander H. S. P. and Charles E. H. (Latest Edition). "Principles of Retailing: Theory and Practice."

