

SYLLABI
For
Value Added Course
Certificate Course in Retail Management

Offered by
Department of Management Sciences
Bachelors of Business Administration
(Session: 2022-23)



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Certificate Course in Retail Management Module Examination

Course Code: BBA- 418

L-2, T-0 Credits 2

Objectives: The course seeks to create explore the implication and understanding of retail sector which further comprehend functional knowledge of operations in business organization.

Learning Outcomes:

- Understand basic concepts of retail management and the latest developments in retail industry
- Develop knowledge of contemporary retail management issues at the strategic level
- Understand about locations opportunities and Legal considerations
- Establish an academic relationship to the above through the application of retailing theory and research

Course Contents:

Unit I

(8 Hours)

Concept of retailing and retail management, Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment, types of retailer, application of retailing theory, retail purchasing and pricing, purchase management, merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, pricing strategies, pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing, retail price strategies, mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

Unit II

(8 Hours)

Retail buying behavior, buying process and buying decisions, retailing strategy, contemporary retail management issues at the strategic level, retail marketing and promotion, relationship marketing, market strategies, retail research understanding the retail customer retail market, population analysis, demographic analysis, consumer behavior retail promotion mix, retail promotion programme, retail advertising media, promotional budget, customer services, services quality gaps, service recovery.

Unit III

(8 Hours)

Retail locations, locations opportunities, legal considerations, merchandise planning, merchandise management process, inventory planning, retail pricing and designing of the retail communication mix, retailing in India, information system in retailing, technology in retail, evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.

Unit IV

(6 Hours)

Retail Pricing and Communication Mix, pricing strategies, ethical pricing issues and communication mix, brand images, Store Management, store layout and design alternatives, and understanding of store management as well as display a sensitivity towards the human resources, ethical and legal, issues in retailing, environmental orientation, waste reduction at retail stores.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Levy M., Weitz B.A and Pandit A. (2020). Retailing Management. McGraw Hill Education.
- Berman Evans J. R.& Mathur, M.(2021). Retail Management. Pearson Education.
- Pradhan S. (2022). Retailing Management- Text and cases. McGraw Hill Education.
- Bajaj C., Tuli R. & Srivastava N. Y. (2022). Retail Management. Oxford University Press.

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce