



**MANGALORE UNIVERSITY**  
**Department of Commerce**  
**M.Com.**

**CMS551: Retail Management**

**Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits**

**Course Outcomes:**

1. Helps the students develop analytical skills to identify retail business opportunities and conditions for access to potential markets.

**Unit-1: Introduction to Retail:** Retail in India - Retail models and theories of retail development – Types of Retailers-Ethical & Security Issues in Retail - Retailing in other countries- opportunity in Retailing - **multichannel retailing**.

**Unit-2: Strategic Retail Planning:** Strategic Retail Planning Process - Understanding the Retail Customer-Delivery value through retail formats - Role of Customer services and Relationship Marketing in Retail-Retail franchising-Retail location & Site decision - Retail buying-**Retail Market Segmentation**.

**Unit-3: Retail Marketing:** Product Merchandise - Pricing decisions in retailing - Promotion & Communication Mix in Retail - Multi-channel retailing, Managing Retail services- Merchandise management process overview - considerations in setting up retail prices - Store design objectives.

**Unit-4: Retail Operations:** **Supply chain management** & vendor relation's role in Retail- Management of Human Resources - Financial Management Issues in Retail - The strategic profit model - the profit path - **Store operations** - size & place allocation - Store Maintenance, Inventory Management - FDI in Retailing.

**Unit-5: Retail Structure-** Enterprise Density- Market Concentration- Product Sector- Innovation Employment Structure- Merging Structure - Global Structure- **Developing markets – Stages in development of International Operations - Export- Management** Contracts- Franchising – Acquisition and Mergers – Organic Growth- Choice of Market Entry- Domestic Market- Retail Operations - Non Domestic market.- Retail Positioning and Brand Image - Measurement of Store Image – Open ended Techniques - Attitude Scaling Techniques - Multi Attribute model – Multi dimensional Scaling - Conjoint analysis.

**Unit-6: - Legal & compliances for a Retail Store Legal & compliances: **License-Contracts & Recovery**** - Legal Process - PF/ESIC & Exemptions Food & Restaurants - PPF-IR – Law-Shops & establishments - IPR Patents - Copyright & Trademarks- Inclusion of Service Mark - Procedure and Duration of Registration - Collective Mark - Certification Mark - Procedural

Compliance for Establishing an Retail Store - Customer Rights - Consumer Protection Acts - Unfair Trade Practices –Procedures applicable for a Retail Store.

**References:**

1. Pradhan, Swapna; Retailing Management; Tata McGraw Hill; NewDelhi
2. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; OUP; NewDelhi
3. Berman, Barry & Evans, Joel R.; Retail Management – A strategic approach; Pearson Education/Prentice Hall of India; New Delhi
4. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; NewDelhi
5. Newman, Andrew J. & Cullen, Peter; Retailing – Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
6. Dunne, Patrick M., Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; ND
7. Lamba, A.J. The Art of Retailing; Tata McGraw Hill; NewDelhi
8. Nicolas Alexander International Retailing-Blackwell Business Publishers Ltd.
9. Arthur A Thompson, AJ Strickland, John E Gamble & Arun K Jain Crafting and Executing Strategy-Concepts and Cases –Tata McGraw Hill Publishing Company Ltd.
10. Abbas J Ali Globalization of Business- Practice and Theory – Jaico Publishing House
11. Margaret Bruce, Chistopher Moore, and Grete Birtwistle International Retail Marketing: A Case Study Approach
12. Allan M Findlay, Ronan Paddison and John A Dawson Retailing Environments in Developing Countries-Rutledge
13. Arun Chandra, Pradep Rau, & John K Ryans India Business: Finding Opportunities in This Big Emerging Market- Paramount Market Publishing Inc
14. Legal Aspects of Business –Akhileshwar Pathak- The McGraw Hill Companies

