



**MANGALORE UNIVERSITY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**MBAS 509: RETAIL MANAGEMENT**

Workload	: 4 hours per week. - Total credits: 4
Examination	: 3 hours 70 marks
Objectives	: To understand the concepts of effective retailing and the recent trends in retailing in India.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars.

**Chapter 1: Introduction:** An overview of Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retailing. Emerging trends in retailing: Changing nature of retailing, organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.

**Chapter 2: Retail Formats:** Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

**Chapter 3: Retailing Decisions:** Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location - Retail service quality management – Retail Supply Chain Management .

**Chapter 4: Retail Shop Management:** Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends.

**Chapter 5: Retail Shopper Behaviour:** Understanding Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Retail shopper behavior – Shopper Profile Analysis, Complaints Management - Retail sales force Management

**Chapter 6: Understanding the Retail Consumer:** Importance of Market research for understanding retail consumer behaviour. Market Segmentation and its benefits, Kinds of markets. Strategy for effective market segmentation- Strategies, Retail value chain.

**Chapter 7: Retail Operations and Retail Pricing:** Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Pricing strategies, Controlling costs.

**References:**

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. Ogden, Integrated Retail Management, Biztantra, India, 2008.
3. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
4. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
5. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3 rd Edition, 2009.
6. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
7. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

