

UNIVERSITY OF MADRAS
MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME
SYLLABUS WITH EFFECT FROM 2023-2024

934E914: Specialization Courses in Retail Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914A	Introduction To Retailing	Elective	3	-	-	-	3	3	25	75	100
934E914B	Retail Economics and Retail Formats	Elective	3	-	-	-	3	3	25	75	100
934E914C	Store Operations Management	Elective	3	-	-	-	3	3	25	75	100
934E914D	Retail Strategies	Elective	3	-	-	-	3	3	25	75	100
934E914E	Store Location, Store Layout – Design and Visual Merchandising	Elective	3	-	-	-	3	3	25	75	100
934E914F	Retail Buying and Merchandise Management	Elective	3	-	-	-	3	3	25	75	100
934E914G	Retail Selling and Customer Service	Elective	3	-	-	-	3	3	25	75	100

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914A	Introduction To Retailing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To identify the concept of retailing and its types.										
C2	To demonstrate an overview of retailing from a marketing and managerial perspective.										
C3	To determine the various economic factors influencing retailing										
C4	To evaluate the present scenario of retailing in Indian market.										
C5	To deduce the consumer patterns in retailing.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Definition and Scope of Retailing – Retailer – Evolution of Retailing Industry - Retailer’s Role in the Distribution Channel –Vertical Marketing System							9	C1		
II	Functions of retailers –Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario -Prospects of Retailing in India							9	C2		
III	Retail Economics: Benefits to the Economy – Retailing Environment – The Legal environment – The Economic environment – The Technological environment – The Global environment. The Competitive Environment—Types of Competition—Analysing Competition							9	C3		
IV	Indian Experience in Retailing – Impact of FDI in Indian Context. Retail organization and Formats-Retail Ownership—Retail Formats—Store Based Formats—Non Store Formats-Generalist and Specialist Retailers—Services Retailing							9	C4		
V	Retailing and Consumption—The Changing Consumer Demographics-Life Style Changes—Shopping Behaviour—Retail Outlet Choice -Legal and Ethical Issues in Retailing							9	C5		
	Total							45			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to identify the concept of retailing and its types.	PO1, PO2, PO8
CO2	Be able to demonstrate an overview of retailing from a marketing and managerial perspective.	PO2, PO4, PO6, PO7
CO3	Be able to determine the various economic factors influencing retailing	PO2, PO4, PO6, PO8
CO4	Be able to evaluate the present scenario of retailing in Indian market.	PO4, PO6, PO7
CO5	Be able to deduce the consumer patterns in retailing.	PO2, PO3, PO4, PO6, PO7
Reading List		
1.	International Journal of Retail and Distribution Management, Emerald Publication	
2.	Journal of Retailing, Science Direct	
3.	A to Z of Retail Management, fifth edition, Pearson Education	
4.	Retail Marketing Management, D Glibert, Pearson Education	
References Books		
1.	Berman and Evans, “Retail Management”, Prentice Hall 2004	
2.	Davis and Ward, Managing Retail Consumption, John Wiley & Sons 2002	
3.	Dunne, Lusch and Gable, “Retailing”, South-Western 2002	
4.	Gibson Vedamani ,Retail Management –Functional Principles and Practices, Jaico Books, Second Edition,2004	
5.	Levy and Weitz, “Retailing Management”, Irwin 2004	
6.	Rosemary Varley and Mohammed Rafiq “Principles of Retail Management”,Palgrave Macmillan,2005	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3				2
CO 2		2		3		3	3	
CO 3		3	3			3		2
CO 4				3	3			
CO 5		3	2	3		3	3	

3 - Strong 2 - Medium 1 - Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914B	Retail Economics and Retail Formats	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand the impact of retailing on the economy.										
C2	To evaluate the present scenario of retailing in Indian market.										
C3	To analyse the various consumerism factors in India										
C4	To illustrate about the different types of retailers.										
C5	To distinguish the recent trends in retailing										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Retail Economics: Benefits to the Economy – Retailing Environment – The Legal environment – The Economic environment – The Competitive environment – The Technological environment – The Global environment.							9	C1		
II	Indian Experience in Retailing – Impact of FDI in Indian Context.							9	C2		
III	Economic Growth – Urbanization – Consumerism – Brand Profusion – Cheaper Real Estate							9	C3		
IV	Retail Formats I: Classification of retailers – Store based Retailers – By Ownership – Independent store – Chain store – Franchise store – By price – discount store – off-price retailer – Factory outlet stores – Close out retailers – single price retailers – warehouse club – Catalog showrooms – By product Line – department store – supermarket – hypermarket							9	C4		
V	Retail Formats II: Specialty retailers – Convenience stores – Non store based Retailer – Direct selling – Direct marketing – catalog marketing – telemarketing – TV home shopping, World Wide Web – Automatic vending – The impact of scalability of store formats.							9	C5		
	Total							45			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Be able to understand the impact of retailing on the economy.							PO1, PO2, PO6			

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CO2	Be able to evaluate the present scenario of retailing in Indian market.	PO1,PO2, PO4, PO6, PO7
CO3	Be able to analyse the various consumerism factors in India	PO1,PO2, PO4, PO6, PO7,PO8
CO4	Be able to illustrate about the different types of retailers.	PO1,PO2, PO4, PO6, PO7
CO5	Be able to determine the recent trends in retailing	PO1,PO2, PO4, PO6, PO7

Reading List

1.	Journal of Retailing, Elsevier
2.	The Economics of Retail Firms, Jstor
3.	The Economics of Retailing and Distribution, Roger R.Betancourt, Edward Elgar Publishing Ltd.,
4.	Handbook on the economics of Retailing and Distribution, Edward Elgar Publication, 2016

References Books

1.	Gibson Vedamani, Retail Management,Functional Principles and Practices,Jaico Books, Second Edition, 2004.
2.	Michael Levy and Barton A. Weitz, Retail Management,Tata McGraw Hill, Fifth Edition, 2004.
3.	Retail Management, ICFAI Center for Management Research Publication,
4.	Retail Beyond Detail, The Great Indian Retailing Business, Sate Publications, 2018
5.	Handbook on the Economics of Retailing and Distribution, Emek Basker, Edward Elgar Publishing, 2016
6.	Retail Mangement, Mr. Rinkesh Chheda and Ms. Falguni Mahews, Himalaya Publications, 2019

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3		2		
CO 2		2	2	3		3	3	
CO 3	2	3	3			3	3	2
CO 4	3	3			3		2	
CO 5	2	3		3		3	3	

3 - Strong 2 - Medium 1 - Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914C	Store Operations Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the concept of store management										
C2	To demonstrate the concept of store level receiving and marking.										
C3	To examine the various channels of distribution management										
C4	To analyse the factors of store layout and design										
C5	To evaluate the financial aspects of operations management										
UNIT	Details								No. of Hours	Course Objectives	
I	Store Management – Roles of the Store Manager – Variation by Store Type - In Store Merchandising – Item Space Allocation – Item Arrangement – Planograms - In Store Merchandise Reordering – When to Reorder ? – The Order Point model – How much to Reorder? – Reordering and Planograms – Promotional ordering.								9	C1	
II	Store level Receiving and Marking : Case Receiving – Item Check in - Self Service and check out operations: Merchandising Factors in self service – Applying simplification in the selling process – Check out operations – Checkout systems and Productivity- Customer complaints and adjustments : Causes of complaints – Fundamentals of Effective Adjustment Practice.								9	C2	
III	Distribution Management : Store Direct systems – Vendor Pre-Pack through Distribution Center – Stocking Distribution Center Systems – Multiple Distribution Center Systems – Master / Satellite Distribution Center – Pre-distribution versus Post Distribution - Utilization of Personnel – Store Maintenance – Energy Management – Store Security – Insurance – Credit Management – Crisis Management.								9	C3	
IV	Store Layout, Design and visual merchandising – Objectives of a Good Store Design– Store Layout – Types of Design – Feature Areas – Space Planning – Location of Departments - Location of Merchandising within Departments – Use of Planograms – Leveraging Space : In Store Kiosks – Visual Merchandising – Merchandise Presentation Techniques -- Atmospherics.								9	C4	
V	Financial Aspects of Operations Management – Inventory								9	C5	

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	Management – Budgeting for Merchandise and Forecasting – Inventory Valuation – Cost Method – Retail Method – Resource Allocation – Controlling Costs – Reducing Inventory Loss.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to familiarize the concept of store management	PO1, PO2, PO6	
CO2	Be able to demonstrate the concept of store level receiving and marking.	,PO2, PO4, PO6, PO7	
CO3	Be able to examine the various channels of distribution management	PO2, PO3, PO6,	
CO4	Be able to analyse the factors of store layout and design	PO1,PO2, PO4, PO6, PO7	
CO5	Be able to evaluate the financial aspects of operations management	PO2, PO4, PO6, PO7	
Reading List			
1.	International Journal of Retail & Distribution Management, Emerald		
2.	<u>Retail store operations: Literature review and research directions - ScienceDirect</u>		
3.	<u>Retail Store Operations: Literature Review and Research Directions Request PDF (researchgate.net)</u>		
4.	https://www.researchgate.net/publication/318300607 Retail Store Operations Literature Review and Research Directions		
References Books			
1.	Barry Berman & Joel R Evans, Retailing Management, A Strategic Approach, Macmillan Publishing company, 4 th Edition, 1989.		
2.	James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.		
3.	Michael Levy & Bartan A Weity, Retailing Management Tata McGraw Hill Publishing Company Ltd., 5 th Edition, 2003		
4.	William R Davidson, Daniel R Sweeney and Ronold W Stampfel; John Wiley & Sons, Retailing Management 6 th Edition, 1988.		
5.	Sinha Kaushik, Store Management and Operations, Cyscoprime Publishers, 2020		
6.	Angie Tang & Sarah Lim, Retail Operations: How to Run Your Own Store, Ft Pr, 2021		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3		2		
CO 2		2		3		3	3	
CO 3		3	3			3		
CO 4	2	3		2	3			
CO 5		3		3		3	3	

3 - Strong 2 - Medium 1 - Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914D	Retail Strategies	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To analyse the need and importance of retail strategies										
C2	To identify the opportunities available in consumer market.										
C3	To develop and demonstrate strategies for retail market.										
C4	To analyse and implement the financial aspects in retailing.										
C5	To compare research methodologies and surveys in retailing.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Developing vision, mission – Store Differentiating Strategies – Retail Growth and Expansion strategies.							9	C1		
II	Understanding the Retail Customer I: The Market – Structure of Buying Population – Nature of Buying Behavior – Consumer Markets Population Analysis – Demographic Analysis – Consumer Buying Behavior - Buying Considerations – Product Tangibility – Goods Services – Product Durability – Durables – Non Durables – Product Availability – Convenience Products – Shopping Products – Specialty Products – Understanding the Retail Customer II Buying Situations – Consumer Population – Consumer Requirements – Consumer Potential – Ability to Buy – Willingness to buy – Authority to Buy – Buying Centers – Buying Influences – Psychological factors – Motivation – Perception- Learning – Attitudes – Personal Factors – Personality – Self concept – Life Styles – Life Cycle – Social Factors – Family – Reference groups – Social Class – Culture – Buying Process – Problem Recognition – Information Search – Alternative Evaluation – Purchase Decision – Post Purchase Evaluation – Buying Scenes.							9	C2		
III	Retail Market Strategy : Store Positioning - Retail Marketing Mix - Definition of retail Market Strategy – Focus on the Customer – nature of Strategic Planning – Preplanning: Assessing the Firms situation – SWOT – Mission – Goals and objectives –Budget implementation and control.							9	C3		

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IV	Financial Strategy: Strategic Profit Model – An Overview – The Income Statement – Net Sales – Gross Margins – Expenses – Net Profit – The Balance Sheet – Current Assets – Accounts Receivable – Merchandise Inventory – Cash and other Current Assets – Current Assets cycle – Fixed Assets – Asset Turn Over – Liabilities and Owners Equity – Strategic Resource Management Model – Return on Assets – Recap of Strategic Profit Model – Setting Performance Objectives Top down Vs Bottom Up Process – Accountability – Performance measure – Types of Measures.	9	C4
V	Retail surveys – qualitative research – research design – Developing a methodology – Shopper observations – retail audits	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to analyse the need and importance of retail strategies	PO1, PO2, PO6	
CO2	Be able to identify the opportunities available in consumer market.	,PO2, PO4, PO6, PO7	
CO3	Be able to develop and demonstrate strategies for retail market.	PO2, PO3, PO6,	
CO4	Be able to analyse and implement the financial aspects in retailing.	PO1,PO2, PO4, PO6, PO7	
CO5	Be able to compare research methodologies and surveys in retailing.	PO2, PO4, PO6, PO7	
Reading List			
1.	IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 18, Issue 6 .Ver. II (Jun. 2016), PP 21-29 www.iosrjournals.org DOI: 10.9790/487X-1806022129 www.iosrjournals.org 21 Page, D1806022129.pdf (iosrjournals.org)		
2.	Journal of Retailing, Science Direct		
3.	Journal of Retailing, Scimagojr		
4.	Journal of Retailing (researchgate.net)		
References Books			
1.	Barry Berman & Joel R Evans, Retailing Management, A Strategic Approach – Macmillan Publishing company, 4 th Edition, 1989.		
2.	James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.		

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3.	Michael Levy & Bartan A Weity, Retailing Management Tata McGraw Hill Publishing Company Ltd., 5 th Edition, 2003.
4.	Bajaj, Tuli and Srivastava, Retail Management, Oxford University Press, 3 rd Edition, 2016
5.	David Jobber & Geoffrey Lancaster, Selling and Sales Management, 2018
6.	Constant Berkhout, Retail Marketing Strategy: Delivering Shopper Delight, Kogan Page, 2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3				
CO 2		2		3		3	3	
CO 3		3	3	2		3		
CO 4					3			
CO 5		3		3		3	3	2

3 - Strong 2 - Medium 1 - Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914E	Store Location, Store Layout – Design and Visual Merchandising	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand various aspects of stores management.										
C2	To analyse the factors influencing store location										
C3	To evaluate the aspects of market site and infrastructure										
C4	To classify the factors of store layout and design										
C5	To develop in-depth understanding for effective utilization of store design and visual merchandising techniques										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Store Management: Retail Operations and their significance – Customer service and accommodations – Retail Selling Process – Store staffing and scheduling – Retail Floor and shelf management – Store administration and facilities management – Shrinkage prevention – POS/Cashiering process – Store operating parameters							9	C1		
II	Store Location: Importance of Location Decision – Retailing strategy and location – Characteristic Used in Location – Analysis – Country and Regional Analysis – Demographic – Economic Cultural – Demand – Competition – Infrastructure – Trade Area Analysis – Trade Area Consideration – Defining the trade Area – Reilly’s Law – Huffs Model – Concentric Zones – Geo demographics							9	C2		
III	Site Evaluation: Estimation Market Potential – Estimating Sales Potential – Index of Retail Saturation – Infrastructure Site Evaluation and Selection Types of Locations – Planned Shopping Centers – Basic Configurations of Shopping centers – Central Business Districts – Free Standard Location – Assessing Site Evaluation Criteria							9	C3		
IV	Store Layout – Store Planning – Location Planning - Store Design and Retail Image Mix – The space Mix -							9	C4		

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	Stores Exterior: Store Layout: Types of Display Areas – Flexibility of Store Design – Recognizing the needs of the Disabled – Stores Interior – managing Space – circulation plans.		
V	Design and Visual Merchandising: Location of Departments – Location of Merchandise within departments: Use of Planograms - Evaluating Space Productivity – Merchandise Presentation Techniques – Idea oriented presentation – Style item presentation Color presentation. Atmospherics: Visual Communications – Lighting – Color – Music – Scent – Store Security.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand various aspects of stores management.	PO1, PO2, PO6	
CO2	Be able to analyse the factors influencing store location	,PO2, PO4, PO6, PO7	
CO3	Be able to evaluate the aspects of market site and infrastructure	PO2, PO3, PO6,	
CO4	Be able to classify the factors of store layout and design	PO1,PO2, PO4, PO6, PO7	
CO5	Be able to develop in-depth understanding for effective utilization of store design and visual merchandising techniques	PO2, PO4, PO6, PO7	
Reading List			
1.	<u>Visual merchandising and store atmospherics: An integrated review and future research directions - ScienceDirect</u>		
2.	https://www.researchgate.net/publication/260219500_Impact_of_Visual_Merchandising_on_Consumer_Behaviour_towards_Women%27s_Apparel		
3.	https://www.researchgate.net/publication/354938967_The_Impact_of_Store_Lay_out_on_Consumer_Buying_Behaviour_A_Case_of_Convenience_Stores_from_a_Selected_Township_in_Kwazulu_Natal		
4.	https://www.indianjournals.com/ijor.aspx?target=ijor:ajm&volume=8&issue=4&article=033		
References Books			
1.	Barry Berman & Joel R Evans, Retailing Management, A Strategic Approach, Macmillan Publishing company, 4 th Edition, 1989.		
2.	James R Ogden & Denise T Ogden, BiZstantra, Integrated Retail Management, Indian Adoption, New Delhi, 2005.		

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3.	Michael Levy & Bartan A Weity, Retailing Management Tata McGraw Hill Publishing Company Ltd., 5 th Edition, 2003.
4.	William R Davidson, Daniel R Sweency and Ronold W Stampfel; John Wiley & Sons, Retailing Management 6 th Edition, 1988.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		3				
CO 2		2		3		3	3	
CO 3		3	3			3		
CO 4					3			
CO 5		3		3		3	3	

3 - Strong 2 - Medium 1 - Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914F	Retail Buying and Merchandise Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To analyse the need and importance of merchandise planning.										
C2	To evaluate the inventory management required for merchandising.										
C3	To throw light on the process of buying system for staple and fashion merchandising.										
C4	To identify the pricing strategies of merchandise management.										
C5	To develop the communication mix in retailing										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Planning Merchandise Assortments – Organising the buying process by categories – Category Management – The Buying Organisation -- Setting Financial Objectives for the Merchandise Plan –							9	C1		
II	Gross Margin Return On Inventory Management (GMROI), Measuring Inventory Turnover – Sales Forecasting – Assortment Planning Process – Variety – Assortment – Product Availability – Trade offs between Variety, Assortment and Product Availability – Assortment Plan, Product Mix Trends.							9	C2		
III	Buying Systems for Staple Merchandise – Buying Systems for Fashion Merchandise – Merchandise Budget Plan – Components – Evaluation – Open – to – Buy Systems – Allocating Merchandise to Stores – Analyzing the Merchandise Performance. Buying Merchandise – Branding Strategies – Global Sourcing Decisions – Costs and Managerial issues associated with Global Sourcing -- Merchandising Buying and Handling Process – Ethical and Legal issues in Merchandise Buying.							9	C3		
IV	Merchandise Pricing – Setting the Retail Price – Pricing Objectives – Pricing strategies – Pricing Methods –Pricing Adjustments – Price Discrimination.							9	C4		
V	Retail Communication Mix – Role of Communication in Retailing – Methods of Communication – Planning							9	C5		

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	the Retail Communication Programs – Implementing and Evaluating the Retail Communication Programs.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to analyse the need and importance of merchandise planning.	PO1, PO2, PO4,PO6	
CO2	Be able to evaluate the inventory management required for merchandising.	,PO2, PO4, PO6, PO7	
CO3	Be able to relate the process of buying system for staple and fashion merchandising.	PO2, PO3, PO6,	
CO4	Be able to identify the pricing strategies of merchandise management.	PO1,PO3, PO5, PO6, PO7	
CO5	Be able to develop the communication mix in retailing	PO2, PO4, PO6, PO7	
Reading List			
1.	John Donnellan , Merchandise Buying And Management, ISBN:978156367052		
2.	John Donnellan, Merchandise Buying and Management, 4th Edition Item #: 2123003		
3.	Rosemary Varley, Retail Product Management Buying and merchandising, 3rd Edition, Copyright Year 2015		
4.	International Journal of Retail & Distribution Management, Emerald Publications		
References Books			
1.	John Donnellan, Merchandise Buying and Management, Fairchild Publications		
2.	Michael Levy and Barton A. Weitz, Retail Management, Tata McGraw Hill, Fifth Edition, 2004.		
3.	Ralph D. Shipp, Retail Merchandising : Principles and Applications, Houghton Mifflin College Division, Second Edition, 1985.		
4.	Retail Management, ICFAI Center for Management Research Publication		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3		3				
CO 2		2		3		3	3	
CO 3		3	3			3		
CO 4	2		2		3	3	3	
CO 5		3		3		3	3	

3 - Strong 2 - Medium 1 - Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E914G	Retail Selling and Customer Service	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To create awareness on the role of retail selling.										
C2	To throw light on initiating and closing the sales.										
C3	To analyse the need and significance of customer service.										
C4	To develop and implement the rights of customer service										
C5	To understand the need of service to customers and suppliers										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Retail Selling: Role of Personal selling in Retail Promotion Mix – Role of Retail Sales Person - Retail Selling Process -- Preparing for the customer – Prospecting for the customer – Approaching the customer – Presenting the Merchandise – Demonstrating – Handling Objections – Up Selling – Cross Selling							9	C1		
II	Making the Sale – Relationship Selling – Building Customer Relationships -Skills required for the Retail Sales Person – Evaluation of the Retail Sales Person – Conversion Rate – Sales per hour – Use of Time Standards.							9	C2		
III	Customer service: Significance of Customer Service – Customer Service Strategies - Customer Evaluations of Service Quality – Role of Expectations – Perceived Service- Situations leading to satisfactory and unsatisfactory customer experience – Gaps model for improving quality of retail services – Knowledge Gap – Standards Gap – Delivery Gap – Communications Gap – Service Recovery.							9	C3		
IV	Developing the right Customer Service Level – Cost of Customer Service – Competitive Analysis							9	C4		
V	Store Characteristics – Income level of Target Market – Customer’s wants and needs -- Supplier Customer Service Levels.							9	C5		
	Total							45			

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to create awareness on the role of retail selling.	PO1, PO2, PO6
CO2	Be able to relate on initiating and closing the sales.	PO1,PO2, PO5, PO4, PO6, PO7
CO3	Be able to analyse the need and significance of customer service.	PO2, PO4, PO6, PO7
CO4	Be able to develop and implement the rights of customer service	PO1,PO2, PO5, PO6, PO7
CO5	Be able to understand the need of service to customers and suppliers	PO1,PO2, PO4, PO6, PO7
Reading List		
1.	Mr Carlo Santoro, Carlo G Santoro, Retail Sales & Customer Service - Volume 1: Getting Retail Service Right ! Paperback – July 1, 2012	
2.	Peter Fleming, Retail Selling: How To Achieve Maximum Retail Sales Paperback – 8 July 2006	
3.	https://www.retaildoc.com/retail-101/retail-customer-service	
4.	<u>Doug Stephens</u> , “The Retail Revival: Reimagining Business for the New Age of Consumerism”, wiley publication	
References Books		
1.	James R. Ogden and Denise T. Ogden, Integrated Retail Management (Indian Adaptation), Biztantra, 2005	
2.	Michael Levy and Barton A. Retail Management, Weitz, Tata McGraw Hill, Fifth Edition, 2004	
3.	Retail Management – ICFAI Centre for Management Research Publication	
4.	Carlo Santoro, Carlo G Santoro, Retail Sales & Customer Service	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2				3		
CO 2	3	3			3	3	3	
CO 3		3		3		3	2	
CO 4	2	3		2	3		3	
CO 5	2	3		3		3	2	

3 - Strong 2 - Medium 1 - Low