

ELECTIVE- RETAIL MANAGEMENT
RETAIL CONCEPTS AND PRACTICES

Subject Code- RTM 1

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVE:

To enable students to identify and understand the significance of retailing in the current business environment, develop guidelines to build a retailing business, after studying retail organizations design, structure, location factors and space management.

COURSE CONTENTS :

UNIT – I Introduction to retail management, The concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.

UNIT – II Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.

UNIT – III Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.

UNIT – IV Organization design and structure in Retail, Retail formats, HR Management in Retail.

UNIT – V Space Management, Factors, Affecting Store Location, Layout and Design.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

SUGGESTED READING:

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.
3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, Pearson Education.