

Retail Management

Module No. 1: Overview of Retail Business (10 Hours)

1. Remembering: Define retail business and list the influencing factors of retail business in India.
2. Understanding: Explain the evolution and scope of retail business, and describe the forms of retail business ownership.
3. Applying: Analyze the characteristics and functions of a retailer and identify ethical issues in retailing.
4. Analyzing: Compare and contrast retail theories and principles of retailing.
5. Evaluating: Assess the impact of FDI in the Indian organized retail sector on the retail scenario in India.
6. Creating: Develop a strategic plan for a retail business based on the principles of retailing.

Module No. 2: Retail Organization and Functional Management (10 Hours)

1. Remembering: Identify different business models in retailing and classify retailing formats.
2. Understanding: Explain the operational stages in retailing and factors influencing store location.
3. Applying: Design a store layout and space plan based on inventory and merchandising management principles.
4. Analyzing: Analyze workforce selection and optimization strategies in retail organizations.
5. Evaluating: Evaluate retail accounting and cash management practices in a retail organization.
6. Creating: Develop a comprehensive retail organization and functional management plan for a given retail business.

Module No. 3: Retail Marketing Mix and Strategies (12 Hrs)

1. Remembering: Define retail product assortment and display and explain the product life cycle in retailing.
2. Understanding: Describe retail pricing strategies and distribution channels for retail products.
3. Applying: Develop a retail promotion program and budget for a retail business.
4. Analyzing: Analyze customer shopping behavior and the importance of customer service and satisfaction in retail.
5. Evaluating: Evaluate the effectiveness of customer relationship management strategies in retail.
6. Creating: Design a comprehensive retail marketing mix and strategy for a retail business.

Module No. 4: Recent Trends and career opportunities (10 Hrs)

1. Remembering: Define e-tailing and analyze e-tailing strategies in retail.
2. Understanding: Explain omni-channel marketing and the role of social media promotions in retail.
3. Applying: Develop a shopping campaign and email marketing strategy for a retail business.
4. Analyzing: Analyze guerrilla marketing tactics in the retail industry.
5. Evaluating: Evaluate the use of retail information systems and database management in the retail sector.
6. Creating: Explore career opportunities in retail and identify top recruiters in the industry.