

Fundamentals of Retail Management (DSE)

Module - 1: Introduction to Retail Business

1. Explain the different types of retail ownership including Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing systems, and Consumer co-operatives.
2. Analyze the forms of retail business ownership prevalent in the Indian Retail Scenario.
3. Evaluate the factors influencing retail business in India and the ethical issues in retailing.
4. Investigate the international perspective in retail business with a focus on FDI in the Indian Organized Retail Sector.

Module - 2: Consumer Behaviour in Retail Business

1. Analyze the buying decision process and its implication on retailing, including Customer shopping Behavior and Customer service.
2. Evaluate the retail planning process and the factors to consider in preparing a business plan, including risk analysis.

Module - 3: Retail Organization and Functional Management

1. Examine different Business Models in Retailing and classify Retailing Formats.
2. Analyze the operational stages in Retailing and factors influencing Location of stores, Stores Designing, and Space planning.
3. Evaluate Inventory Management, Merchandising Management, and the Selection and optimization of Workforce in retail settings.
4. Investigate Retail Accounting and Cash Management practices.

Module - 4: Retail Marketing Mix

1. Analyze Product decisions related to selection of goods, Product Assortment and display, and new product launch strategies.
2. Evaluate Pricing approaches, factors influencing pricing, and different pricing strategies in retail.
3. Investigate the Retail distribution channels, Factors influencing retail distribution, and Human Resource Management in Retailing.

Module - 5: Impact of Information Technology in Retailing

1. Analyze the impact of Information Technology in retailing, including Non-store retailing (e-retailing) and Integrated systems and networking.
2. Evaluate the use of technology in retail, such as EDI, Barcoding, Electronic article surveillance, Electronic shelf labels, and customer database management system.
3. Examine Legal aspects, Social issues, and Ethical issues in retailing related to Information Technology.