

MBA (Retail Management) Programme

(Programme Code No: 264)

1. INTRODUCTION

Retailing is the world's largest private industry. In India It is the second largest sector next to agriculture. Retailing in India is gradually inching its way towards becoming the next boom industry. There is huge scope for the growth of organised retail sector in India. There are plenty of openings in the organised retail sector. The available manpower does not possess skills and knowledge to match upto the requirements of the retail industry. The objective of this programme is to provide a steady stream of competent youth folk with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding career in to the rapidly expanding world of retail.

The programme combines a thorough grounding in the functional areas of management including marketing, human resource management, financial management along with the essential functions of retail industry including store design and visual merchandising, stores format & layout, selling skills, supply chain management, consumer behaviour & customer relationship management, etc., The programme integrates business management and retail management skills and gains insight into the diversity of opportunities in the retail industry.

2. PROGRAMME OBJECTIVES

- To provide the student a comprehensive view of retailing and application of management concepts in a practical retail managerial environment..
- To impart a specialized education for a profession in retail management.
- To help the students understand how a consumer-led approach to retail marketing strategy is essential to achieve competitive advantage.
- To investigate the changing role of retailing due to the advent of information technology.

3. PROGRAMME REGULATIONS

ENTRY REQUIREMENTS

Any degree from a recognized University

DURATION

Minimum	Maximum
2 years	8 Years

Medium of Instruction

English

SCHEME OF EVALUATION	
Continuous Assessment	25 Marks
Term End Examinations	75 Marks
Total	100 Marks
THE PASSING MINIMUM	
A candidate who obtains not less than 34 marks out of 75 marks in each course in the Term End Examination and 50% marks in the aggregate of both Term End Examination and Continuous Assessment shall be declared to have passed.	

4. ADMISSION PERIOD

The admission period for the Academic Year commences from 1st July and extends upto 31st December. Likewise for Calendar Year, it commences from 1st January and extends upto 30th June.

5. ADMISSION PROCEDURE

1. Prospectus and Application for admission can be obtained from the University Head Quarters or from the Programme Study Centre either in person or by post.
2. Students shall submit the duly filled application forms in duplicate along with the OMR sheet and enclose the fee for the amounts specified in para 6, 2 self attested photographs and the attested copies of all the supporting documents to the Programme Study Centre.
3. The Programme Study Centre will forward a list of eligible candidates along with their application forms and attachments to the Controller of Examinations, Tamil Nadu Open University. University will check the eligibility and fee for Programme Fee for all application forms and prepare a list of finally admitted students and forward the same to the Programme Study Centre.
4. Students will be informed about the confirmation of his / her admission. An identity card bearing the enrolment number will be issued to each candidate.
5. Incomplete application form / forms received after the due date will be summarily rejected without any intimation to the students.

6. PROGRAMME FEE

The programme fee should be paid every year in two parts. The University fee shall be paid by means of Core banking challan / DD in favour of “**Tamil Nadu Open University**” **Payable at Chennai**. The study centre fee shall be paid by means of DD in favour of the “**Madras Institute of Retail Management**”, **Payable at Chennai for the amount specified below**.

7. MODE OF DELIVERY

Printed study material written in self-instructional mode will be supplied to the candidates for all the courses of the programme. Continuous Assessment through Assignments form a part of our evaluation system.

The Programme Study Centre will enable the students to submit their Continuous Assessment assignments to the course coordinator either in person or by post/mail.

Students are required to undergo field work in the 1st Year and submit a record with a certification to that effect from the institution she/he undergoes the field work. In the 2nd Year, students shall do a project work for a minimum period of three months. All these field works are linked to classroom learning.

8. MINIMUM PROGRAMME REQUIREMENTS

1. Candidates are required to either get their assignments from the study centre or download the assignments from the website www.tnou.ac.in and submit the assignment responses to the Programme Study Centre before appearing for the term-end examinations of each course of the programme.
2. Candidates for the degree shall besides undergoing the prescribed courses of the study will undertake a field work in the first year and do a project work for a minimum period of three months in the second year of study.
3. Candidates shall first choose a topic relevant to the study, choose a guide as per the guidelines of the University and submit a proposal at the beginning of the second year to the School of Management Studies through the programme study centre.
4. Candidates are required to do the project work only after getting the approval from the School of Management Studies.
5. Candidates shall be permitted to submit the project work only after three months from the date of approval of the proposal.
6. No candidate shall be eligible for the degree unless she/he has completed the prescribed courses of study undergone a field work, submitted the project work and passed the examinations.

9. PROGRAMME STUDY CENTRE

MADRAS INSTITUTE OF RETAIL MANAGEMENT (MIRM) - PSC CODE : 021501

Co-ordinator : Dr. Jamuna Kalyani Sridharan
Director - MIRM
No. 60, Poonamallee High Road, Kattupakkam, Chennai - 56.
Ph: (044) 2491 1286. Mobile : 98840 69352.

10. PROGRAMME STRUCTURE & SYLLABUS

I YEAR

COURSE CODE	NAME OF THE COURSE	NO. OF CREDITS
MSR 10	Introduction to Retailing	6
MSR 11	Management Principles & Practices	6
MSR 12	Managerial Economics	4
MSR 13	Accounting & Finance for Managers	6
MSR 14	Quantitative Techniques	6
MSR 15	Marketing Management	4
MSR 16	Human Resource Management	4
MSR 17	Consumer Behaviour & Relationship Management	4
MSR 18	Marketing Research	4
MRF 19	Field Work	4

II YEAR

COURSE CODE	NAME OF THE COURSE	NO. OF CREDITS
MSR 20	Retail Stores Format & Layout	4
MSR 21	Logistics and Supply Chain Management	6
MSR 22	Inventory Management & Merchandising	4
MSR 23	Health, Safety & Security Measures	6
MSR 24	Legal Aspects of Retailing	6
MSR 25	Information Technology & Communicative Practices	4
MSR 26	Sales Management & Selling Skills	6
MSR 27	Strategic Formulation & Implementation in Retailing	4
MRF 28	Project Work (Equivalent two courses)	8

MSR 10 INTRODUCTION TO RETAILING

BLOCK I

Basics of Retail – What is Retail ? – Definitions – Principles of Retail – Kinds of Retail - Stores – Super Market – Super Centers – Hyper Market – Convenience Stores – Chain Stores. Non-Store Format - Electronic , Catalogue , Direct Mail, Television, Vending Machine Retailing – Products & Services.

BLOCK II

Types of Retail Store Ownership – Independence Store, Corporate Retail Chain, Franchising - Retail Locations – Mall / Multiplex – Store / Super Market / Hyper Market – Arcade – Discount Stores, Chain Stores - Importance of choosing Location – Location based Retail Strategies.

BLOCK III

Retail Pie & Economic Factors – Global / National – Markets for various Products – Imports & Exports in Retail.

BLOCK IV

Consumer Targets – Urban (Semi-Urban) Rural – Specified targets such as Age, Gender, Education, Income & Time Period (seasonal) & other Demographic details.

BLOCK V

Information Technology in Retail – E-Commerce - E-Selling –EPOS – EFTPOS - Tele Branding – Retail Terminologies.

BOOKS RECOMMENDED

Retailing Environment & Operations	–	Andrew J Newman and Peter Cullen
Retail Management	–	R. Sudarshan, S. Ravi Prakash, M. Subrahmanya Sarma
Retailing Environments in Developing Countries	–	Allan M Findlay, Ronan Paddison and John A Dawson
Retailing Management	–	Levy, Michael & Barton A. Weitz,
Retail Management a Strategic Approach	–	Berry Barman Joyel R. Evans

MSR 11 MANAGEMENT PRINCIPLES AND PRACTICES

BLOCK I

Evolution of Management Theory – Scientific, classical theory – Behavioural school – Hawthorne experiments – Systems Approach – Role of Management– Management skills – Management Functions. Planning – Process – Types of Plan - Kinds of Planning – Organisation Process - Organisation structure and design – Departmentation - Delegation and Decentralisation – Decision Making – Importance, process and techniques.

BLOCK II

Direction – Communication – Process – Barriers and breakdown in communication – Motivation – Leadership Styles – Control process – Control techniques and Information technology.

BLOCK III

Organisational Behaviour – Definition and Scope - Individual behaviour – Implications – Perception and learning – Motivation – theories and applications – Monetary and non-monetary rewards – Attitudes – Theories of attitudes – Job satisfaction and its effect on employee performance – Personality – Determinants – Theories.

BLOCK IV

Group behaviour – Group dynamics – Leadership – Theories and styles – Conflict and negotiation – Organisation culture – Organisation effectiveness.

BLOCK V

Organisation change – Manager as a change agent – Organisational Development – O.D. interventions – Organisational Behaviour in global scenario – Future trends in Organisation Behaviour.

BOOKS RECOMMENDED

Principles of Management	–	Koontz O Donnell
Essentials of Management	–	Koontz O Donnell & Weihrich
Management	–	Stoner, Freeman & Gilbert
Management	–	Robins, Coulter
Organisational Behaviour	–	Stephen. P. Robbins
Organisational Behaviour	–	Fred Luthans
Organisational Behaviour	–	Newstrong & Keith Davis
Organisational Behaviour	–	K. Aswathappa

MSR 12 MANAGERIAL ECONOMICS

BLOCK I

Managerial Economics – Meaning, Nature and Scope – Managerial Economics and Business decision making – Role of Managerial Economics – Demand Analysis – Fundamental Concepts of Managerial Economics – Meaning, Determinants and Types of Demand – Elasticity of demand - Demand forecasting and forecasting methods.

BLOCK II

Supply: Meaning and determinants – production function- Isoquants – Expansion path - Cobb Douglas function – Cost concepts – Cost output relationship – Economies and diseconomies of scale – Cost functions.

BLOCK III

Market Structure – Various forms – Equilibrium of a firm – Perfect competition – Monopolistic competition – Oligopolistic competition – Pricing of products under different market structures – Methods of pricing – Factors affecting pricing decision – Differential pricing – Government Intervention and pricing.

BLOCK IV

The concept of profit: Profit planning, control and measurement of profits. Profit maximisation – Cost volume profit analysis – Investment Analysis.

BLOCK V

National Income – Accounting – Consumption and investment – Business Cycle and unemployment – Inflation and deflation, Balance of Payments – Monetary and Fiscal policies.

BOOKS RECOMMENDED

Managerial Economics, Text, Problems and short cases	–	M.H. Spenser
Managerial Economics	–	Mote & Paul
Managerial Economics	–	Maurice Thomas
Managerial Economics	–	Joel Dean
Managerial Economics	–	Varshney & Maheswari
Principles of Macro Economics	–	L. Rangarajan
Managerial Economics	–	M.S. Subramaniam

MSR 13 ACCOUNTING & FINANCE FOR MANAGERS

BLOCK I

Definition and Scope of Accounting – Accounting Concepts and Conventions - Preparation of Trial Balance, Profit and Loss Account - and Balance Sheet. Financial Accounting - Management Accounting and Cost Accounting – Managerial Uses – Differences.

BLOCK II

Financial Statement Analysis – Interpretation – Types of Analysis – Tools of Analysis – Trend Analysis – Common size statements – Comparative statements - Ratio Analysis – Fund flow Statement – Statement of Changes in Working Capital – Preparation of fund Flow statement – Cash Flow Statement Analysis– Uses – Preparation of cash flow statement – Difference between fund flow and Cash flow analysis.

BLOCK III

Marginal costing and Break-even analysis – Concept of Marginal Cost – Contribution – Applications of Marginal Costing – Cost – Volume – Profit relationship – Budget and Budgetary Preparation – Cash Budget – Control – Types of Budgets – Master Budget – Zero Based Budgeting.

BLOCK IV

Objective & Functions of Financial Management – Risk Return Relationship – Time Value of Money – Sources of Long Term Finance - Indian Financial System – Capital Market Development in India - Capital Budgeting – Appraisal Methods

BLOCK V

Cost of Capital – Computation – For each source of Finance & Weighted average cost of capital – EBI-EPS Analysis – Operating leverage – Financial leverage - Combined leverage.
Capital Structure – Determinants – Dividend Policies
Working Capital Management - Management of receivables - Management-Inventory Level- Inventory Management Level.

BOOKS RECOMMENDED

Advanced Accountancy	–	R.L.Gupta and Radhaswamy
Management Accounting	–	Khan and Jain
Management Accounting	–	S.N.Maheswari
Financial Management	–	Theory and Practice – Tata Mc-Graw Hill
Financial Management	–	I.M. Pandey, Vikas Publishing, New Delhi

MSR 14 QUANTITATIVE TECHNIQUES

BLOCK I

Introduction to Operations Research – Linear programming – Graphical solution – Simplex method – – concept of duality –Special cases in linear programming – Shadow prices.

BLOCK II

Transportation model – initial basic feasible solution – North West corner rule method – Vogel's Approximation method – Least cost method - Optimum solution – MODI Method - Simple problems – Assignment problem – Hungarian model.

BLOCK III

Queuing theory - Elements of Queuing system – Characteristics of Queuing System – Single channel Single server system – Single channel multi server system – Application.

BLOCK IV

Network Analysis – Rules for constructing a network – Different time calculations – Resource leveling – Resource smoothing – Merits and demerits of CPM & PERT – Decision Tree – Minimax and Maximax Criteria – Their Implications.

BLOCK V

Game theory – Saddle point - Algebraic method – Arithmetic method – Graphical method - L.P.P. Method – Applications of Game theory -Simulation – Monte Carlo Simulation – Application.

BOOKS RECOMMENDED

Quantitative Techniques	–	ND Vohra
Operations Research	–	S.D. Sharma
Operations Research – An Introduction	–	Hamdy A. Taha
Quantitative Techniques in Management	–	N.D. Vohra
Problems in Operations Research, Methods and Solutions	–	Gupta & Manmohan
Operations Research	–	Gupta & Hira
Quantitative Techniques for Managerial Decision Making	–	V.K.Srivatsava, G.R.Shenoy, S.C.Sharma

MSR 15 MARKETING MANAGEMENT

BLOCK I

Marketing – Meaning – functions – Approaches to the study of marketing – Marketing segmentation – Systems approach – Features of industrial, consumer and services marketing – Marketing information system.

BLOCK II

Marketing environment – External factors – Demographic factors – Internal factors – Marketing mix – 4ps' in marketing. Consumer Behaviour - Meaning and Importance - Consumer Buying Process – Determinants of Consumer Behaviour – Psychological and sociological determinants -Theories and relevance to marketing - Marketing Research: Meaning - Objectives – Procedures.

BLOCK III

Product Management – New Product –Meaning –Product mix - Product planning and Development – Product policies – product line decisions – product positioning and targeting –managing product life cycle - Product failures –branding and packaging. Pricing –Meaning-Pricing factors – Objectives and policies – pricing methods and Procedure.

BLOCK IV

Physical Distribution Mix: Distribution channel policy –Choice of channel – Channel Management – Conflict and cooperation in channels – Middlemen functions - Logistics Promotion Mix decision – Advertising role – Budgeting copywriting, media selection -Measuring Advertising effectiveness – Sales promotion tools and techniques, personal selling –salesman qualities –sales force determination – determining sales territory, fixing sales quota and target, public relations role and methods.

BLOCK V

Marketing in Indian context - Indian Marketing environment – The new economic policy and its Impact on marketing – Special areas in marketing – Rural Marketing – Societal Marketing – Relationship Marketing – Direct Marketing.

BOOKS RECOMMENDED

Principles of Marketing	–	Philip Kotler & Gany Armstrong
Fundamentals of Marketing	–	William J. Stanton
Marketing	–	V.S. Ramasamy & Namakumar
Marketing Management	–	Philip Kotler
Marketing Management	–	Marvin A. Jolson
Fundamentals of Marketing	–	Cundiff, Still & Govani

MSR 16 HUMAN RESOURCE MANAGEMENT

BLOCK I

Human Resource Management: Meaning, Nature, Objectives, Scope and Functions the Philosophy and Policy of HRM - Department Structure and Functions –Managerial and Operating Functions – HRM as a Profession –Environmental Influence of HRM.

BLOCK II

Human Resource Planning: Manpower Planning – Strategy consideration of Planning –Job Analysis in Retail – Job Specification – Job Description – Approaches to Job Design – Job Simplifications – Job Enlargement – Job Rotation – Job Enrichment – Absenteeism and Labour Turnover. Recruitment & Selection: Recruitment Policy - Problems - Source of Recruitment – Recruitment Practices in India – Selection – Placement and Induction –Promotions and Transfers – Demotions and Separations.

BLOCK III

Training & Development: Training – Need and Importance – Steps in Training Programme – Evaluation of Training Programmes – Concept of Management Development Programme – Techniques of Training and Development – Group Discussion- Conferences and Seminar – Case Studies – Role Playing – Business Games – Sensitivity Training – Stages of Career Development.

BLOCK IV

Wage & Salary Administration: Compensation Plan – Job Evaluation – Individual – Group – Incentives – Bonus – Fringe Benefits – Performance Appraisal – Meaning - Need and Importance – Objectives – Methods and Modern Techniques of Performance Appraisal – Requisite of Good Appraisal Plan – Problems in Performance Appraisal.

BLOCK V

Quality of working life – Issues in Quality of Working life – Obstacles in QWL – Quality Circles – Management By Objectives – Strategic HRM – Career Planning of Development - Managing Career.

BOOKS RECOMMENDED

Human Resource Management	–	Gary Dessler
	–	Tripathi
Human Resource Management	–	Invancevich
Human Resource Management	–	A.G. Aquinas
Human Resource & Personal Management	–	Aswathappa
Personnel Management & Human Resources	–	C.K. Srivatsava

BLOCK I

Introduction to Consumer Behavior: Definitions and Scope of Consumer Behavior Studies; Need to study consumer behaviour; Application of Consumer behaviour principles to strategic marketing; Market segmentation and Consumer behaviour; Model of Consumer Decision Making.

BLOCK II

Consumer Decision Process: Problem Recognition – Methods of Problem Solving; Information Search, Alternative Evaluation and Selection, Outlet Selection and Purchase, Post Purchase Behavior and Customer Satisfaction.

BLOCK III

Individual Determinants of Consumer Behaviour: Role of Motivation; Personality and Consumer Behaviour; Consumer Perception; Consumer Learning; Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles.

BLOCK IV

External Determinants of Consumer Behavior: Influence of Culture and Subculture; Social Class and Consumer Behaviour; Reference Groups and Family Influences; Cross Cultural Consumer Behaviour and International Perspective.

BLOCK V

Relationship Management: CRM : What is CRM-Common Misconceptions-Definition-Components of CRM-Defining CRM Concepts – Customer Life Cycle-**B to B** & **B to C** CRM- Understanding Goals of CRM-Using Customer touch points – Deciding who should lead the CRM Functions: Marketing/Sales/Customer Services/ Product Support-Channel and other partners-CRM Planning – Developing Strategy – Building CRM Components – Analyzing and Segmentation Customers – Taking it to Customers – Get Ready: Avoiding Common Barriers, GETSET: Organising for success and go: Developing CRM strategy – CRM Building: Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy.

BOOKS RECOMMENDED

Consumer Behaviour	– David L.Loudon & Alber J.Della Bitta
Consumer Behaviour	– Schiffman
Consumer Behaviour	– Roger D.Blackwell, Paul W.Miniard & James F.Engel
Consumer Behaviour	– Loudon
Customer relationship management	Chaturvedi,Mukesh
Customer relationship management	Sheth,Jagdish N
Customer relationship management	Kincaid,Judith W
Keeping Customers Happy	Dunckel,Jacqueline

BLOCK I

Introduction to Marketing Research – Kinds of Research – Experimental – Exploratory - Survey - Historical – Case Study – Qualitative – Quantitative – Research Design.

BLOCK II

Review of Literature – Books – Journals – News Papers – Reports – Surveys – Articles – Published Thesis - Republished - Interviews - Internet – Global – National - Local - Chronological - Area Wise – Topic Wise.

BLOCK III

Methodology & Analysis – Primary Data – Secondary Data - Data Collection – Interview – Scheduled / Unscheduled – Personal – Telephonic / Interview schedule – Questionnaire – Sampling Techniques – Hypothesis – Null / Alternate.

BLOCK IV

Measures of Central Tendency and Dispersion - Statistical Tests - Tests of Significance – Parametric Tests – Chi Square, t-Test, f-Test and Z Test. Non-Parametric: Tests U-Tests – Kruskal Wallis – Introduction to ANOVA – Correlation and Regression only – Reliability – Validity – Tests – One Way – Two Way – Multivariate Analysis – Introduction to SPSS Package - Other Analytical Tools - No Problems

BLOCK V

Report Writing – Style Expression – Best Practices – Suggestions for Effective Writing – Tables – Charts – Computerized Results – Presentation. Bibliography, References Highlighting – Plagiarism – Cross references – MLA Style sheet & other research literature.

BOOKS RECOMMENDED

Research methods for Management

& Commerce

– K.V. Rao

Business Research Methods

– Emory & Cooper

Research Methodology

– C.R. Kothari

Business Research Methods

– Donald. R. Cooper & Pamila S. Schindler

Marketing Research

– G.C. Beri

Marketing Research

– Naresh Malhotra

Marketing Research

– Boyd & Hooper

The course will give an opportunity to the students to apply theory to problems in hospitals and healthcare delivery system. The objectives of the project work are:

1. To apply research methodology in a comprehensive manner starting with the research protocol / proposal, setting research purpose / objectives / hypothesis statement, research design, literature review, sampling, data collection, analysis, interpretation, findings, recommendations, and final written report
2. To review literature relevant to the problem under research study
3. To enhance the report writing and oral presentation skills
4. To publish part / whole of the research in leading international healthcare and related journals / magazines
5. To manage time

At the completion of the one-month research study the students are required to submit a detail individual project report in a format / guidelines as approved by the University.

MSR 19 FIELD WORK

Students are required to undertake a field work in one of the retail outlets for a minimum period of 10 days. At the end of first year, students are required to submit a record on the observations made by them during the field work. The students have to observe the following key areas and incorporate them in their report:

- 1) Form of the retail outlet
- 2) Organisational Structure
- 3) Process involved in establishing the unit
- 4) Store Structure and Display techniques
- 5) Sourcing & Stocking
- 6) Customer Care

The record should consist of not less than 30 pages and spiral bound. The record should be submitted to The Controller of Examinations, Tamil Nadu Open University, DOTE Campus, Guindy, Chennai - 25., atleast one week before the term-end examination for evaluation and award of marks.

MSR 20 RETAIL STORES FORMAT & LAYOUT

BLOCK I

Store Structure – Internal/External layout – Grid – Race Track – Free style – Loop – Boutique.

BLOCK II

Display Techniques – Window Display – Occasions for display – Visual Merchandising – Vertical Merchandising – Bulk / Tonnage Display – Atmospheric lighting – Interior / Exterior Decor – Sign boards.

BLOCK III

Store fixtures – Racks – Straight Rack – Open rack – Shelves – Counters - Gondolas – End caps – feature four way fixtures – windows for display – Mannequins – Models.

BLOCK IV

Store Personnel – Cash counters - Facilities and services – Lift – Parking – Fitting rooms and other services – Cafeteria / Creche – Home delivery – After Sales service – cashiierting process-Credit / Credit Cards – Modes of Payment – Refunds – Repairs – Replacements – Policy – Law & Ethical Compliance.

BLOCK V

Promotions – Festive / Seasonal – New products – Increase in Sales / Revenue - Feed back – Telephone – Personal – Registering feed back form – Remedial Action.

BOOKS RECOMMENDED

Retail Fashion, Promotion, Advertising,	–	Drake, Mary Francis, J.H. Spoone & H. Greenwald,
Retailing Management (Text & Cases)	–	Pradhan Swapna,
Retailing	–	Diamond, Jay and Gerald Pintel,
Retailing,	–	Morgenstein, Melvin and Harriat Strong, Modern

MSR 21 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

BLOCK I

Logistics - Origin – Definitions – Evolution – Functions – Stakeholders of Logistics – Applications of Logistics.

BLOCK II

Concept of multimodal transport – Different transport modes – Modal Interfaces – Inter-modal Systems – Road/Rail/Sea ; Sea/Air; Road/Air ; Road/Rail ; Sea/Road – Inland Container Depot (ICD) & Container Freight Station (CFS) Terminals.

BLOCK III

Supply Chain Concept – Distribution – International, National, Local, Material Management – Just in Time (JIT) - Concept – Importance of forecasting – Inbound & Outbound Logistics Systems – Marketing Interface – Distribution Resource Planning (DRP) – Human Factors & Performance in Supply Chain Management & Logistics.

BLOCK IV

Warehouse – Location – Types of Warehouse – Strategies – WMS – Warehouse Management System – Warehouse Personal Materials & Equipments – Key measures of Supply Chain Performance.

BLOCK V

3 PL & Other Outsourcing methods – Accident prevention – Safety Programmes – Insurance & related issues – Ergonomics – Monitoring offsite employees & Regulatory issues for Logistics & Supply Chain Management.

BOOKS RECOMMENDED:

Logistics and Retail Management	–	Fernie,John
International Logistics	–	Wood, D.F.
Business Logistics Management	–	A Barone, P.Murphy, and D.L. Wardlow,.
International Logistics	–	Ronald H.
Logistical Management:	–	P. David
The integrated Supply Chain Process	–	D.J. Bowersox & D.J. Closs.

MSR 22 INVENTORY MANAGEMENT AND MERCHANDISING

BLOCK – I

Inventory Planning – Sourcing – Order processing – Purchasing – Pricing Techniques – Stocking – Stock taking – Dispatch procedures – Stock Keeping Units (SKUs) – Packaging.

BLOCK – II

Space Management – Stocking – Preserving – Stocking devices – Location (Ware housing) in store stock location.

BLOCK – III

Pricing Strategies and Techniques – Barcode and Manual Pricing - RFID.

BLOCK – IV

Inventory Techniques – ABC Analysis – EOQ - SAP Analysis – GAP Model – Perpetual Inventory Control – GMROI – Sales Forecast – CPFR.

BLOCK – V

Quality Control Techniques (QCT) – Control charts for measuring variables – Attributes – Acceptance Sampling – Acceptance Quality Levels – TQM – Quality Circles.

BOOKS RECOMMENDED

Integrated Retail Management	–	Ogden & Ogden
Operations Management	–	Chase, Jacobs, Aquilano
Operations Management	–	Krajewski, Fitzman, Lansal
Retail Management	–	Sudarshan,R
Dictionary Of Retailing	–	Singh,Yoginder
Retail banking - Vol I	–	Nageswara Rao,Katuri
Retailing sector	–	Ganesan, Senthil
Marketing Channel	–	Bert Rosenbloom – SouthWestern
Production Panning and Inventory control	–	Narasimman

MSR 23 HEALTH , SAFETY & SECURITY MEASURES

BLOCK I

Definition - Health, Safety, Security Hazards in Retail – Safety of People – Staff / Customers, Materials – Equipments, Cash , Premises Procedures of security of cash, goods, premises. Risk assessment procedure.

BLOCK II

Monitoring losses of goods & cash – Investigating Problems – assessing & controlling risk to safety – Procedures to deal with threats – external – internal – Potential breaches.

BLOCK III

Pilferage – Monitoring staff, customers for pilferage of cash – goods - equipment External threats - Break in Robberies, violence, harassment – Product contamination – Stock check documentation – Objectives of loss control & stock taking – stock taking systems – external / internal – during trading & out of trading.

BLOCK IV

Procedures for apprehending, searching, reporting & registering complaints of staff / customers of theft. Search procedures, safety gadgets – in store – out of the store – Security personnel – Training & Security drills.

BLOCK V

Hazards controlling methods – elimination – Reduction – Segregation, Substitution or personal protective equipment. Strategies for safeguarding premises – Products, Personnel / People – Cash.

BOOKS RECOMMENDED

National Retail Security Survey	–	Richard Holinger, Janewell, Floride
Validity of an honest in Predicting Task among convenience Store employees Oct. 1999	–	John Bernadin & Cooke
Academy of Management Journal		
Retailer Beware	–	John Mckines Floride Trend, 1996

MSR 24 LEGAL ASPECTS OF RETAILING

BLOCK I

Definition of Legal Aspects / Laws / Acts / Ethical Aspects – Law of Contract - Sales of Goods Act ; 1930 – Negotiable Instrument Act – Shops & Establishments Act, 1947.

BLOCK II

Industrial disputes Act, 1947, Payment of Wages Act 1936 - Laws & Acts pertaining to Employee Benefits : Minimum Wages Act, 1948 – Equal Remuneration Act, 1976 - Payment of Bonus Act, 1945 - Workmen's Compensation Act 1926 – Payment of Gratuity Act 1972.

BLOCK III

Income Tax Act, 1961 - Negotiable Instruments Act, 1881 Insurance Act 1938, - Sales Tax – Service Tax – Customs duty - VAT – Companies Act, 1956 – Partnership Act, 1932 - IPR Act – Standards of Weights & Measures Act,1976.

BLOCK IV

General Benefits – Copyright Act, 1957 & Patents Act, 1970, 2002, 2005 - Trade Marks Act, 1958, 1999 – Tamil Nadu Catering Establishments Act 1958 – Drugs & Cosmetics Act.

BLOCK V

Consumer Protection Act - UTP, MTP & RTP - Food & Adulteration Act, 1954 - Ethical Issues - Advertisement and Promotion – Torts Harassment – Compensation & Other Issues.

BOOKS RECOMMENDED:

Legal Aspects of Business	–	Akhileshwar Pathak
Merchantile law	–	N.D. Kapoor
Merchantile law	–	M.C. Shukla
Commercial Industrial Law	–	Dhandapani
Industrial Relations and Labour Laws	–	Srivastava

MSR 25 INFORMATION TECHNOLOGY & COMMUNICATIVE PRACTICE

BLOCK I

Information Systems – Concepts of System and Organisations – Strategic uses of Information Technology - Computers – Basics – Operating System – Software.

BLOCK II

The flow of information – Information flows in a retail distribution channel - The Retail information system – Database Management - Data Warehousing — Universal Product Code (UPC) & Electronic Data Interchange (EDI)

BLOCK III

Information Avenues – Print – Telephone – Audio – Radio - Visual Media - Television – Documentary - Features - Scientific – Technical – Educational – Propagandas – Slides - – Internet – Stakeholders and users.

BLOCK IV

Communicative Practices – Print Media – News Papers – Journals – Handbills – Pamphlets – Brochures - Banners – Posters - Articles Reports - Letters.

BLOCK V

Advertisements – Slogans – Jingles – Formats and Formatting - Internet – E-mail – Blogs - Spam - Video Conferencing - Telebranding.

BOOKS RECOMMENDED

Information Technology	–	Henry C Lucas
Fundamentals of Information Technology	–	Leon
Introduction to Information Systems	–	James A.O. Brien
Information Technology for Management	–	Turban.E, Mclean.E, and Wetherbe
Management Information Systems	–	Jawadekar.W.S.
Business Communication	–	Goffey Mary, Ellen
Business Communication	–	Lesikar Raymond

MSR 26 SALES MANAGEMENT & SELLING SKILLS

BLOCK – I

Sales Decisions - Regular – Promotional – New Product – Seasonal – Sales Personnel – Vendor / Vendee – Venduese - Sales Woman.

BLOCK II

Qualities of a Sales Person – Grooming – Listening – Expression – Courtesy – Patience – Perseverance Product Knowledge – Decision Making – Discerning Power Duties and Responsibilities.

BLOCK III

Sale Process – Prospecting – Pre-approach – Approach – Presentation & Demonstration – Handling Complaints - Closing Sales – Follow up.

BLOCK IV

Selling Methods – Up-selling – Cross Selling – Delivery Methods – Direct Selling – Indirect Selling – Vending Machines & E-Selling - Counter Sales – Franchise Selling – Catalogue Sales – POPITT.

BLOCK V

Sales Documentation – Billing – Credit Billing – Refund – Returns / Replacements – E&OE – VAT – Credit Cards – Traveling Cheques – Tele-Transfer – International Currencies and rates.

BOOKS RECOMMENDED

Retail Management	–	Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava
Retail Management	–	Barry Berman, Joel R. Evans
Retail Management	–	Suja Nair
Channel Management and Retail Marketing	–	Dhotre, Meenal
Retail Management	–	Sudarshan, R

MSR 27 STRATEGIC FORMULATION & IMPLEMENTATION IN RETAILING

BLOCK I

Strategy – Meaning, Scope, Features – Strategic Planning – Strategic Management Process – Strategic Intent – Vision, Mission & Objectives – The strategic Retail Planning Process.

BLOCK II

Environmental and Resource Analysis – Environmental Analysis ; External and Internal Environment – Components – Environmental Scanning – Industry Analysis- Competitive Analysis – Internal Analysis.

BLOCK III

Retail Market Strategy – Definition – Target Market and Retail Format – Growth Strategies – Global growth opportunities.

BLOCK IV

Retail Locations Strategy: Shopping Centers – Urban Locations – Free Standing Sites – Other retail location opportunities – Site Selection Strategy: Factors influencing the choice of region or trade area – Factors influencing the choice of a site – Evaluating the demand for a new location.

BLOCK V

Financial Strategy : The strategic profit model – The turnover path – Profit Model – Setting performance objective – Human Resource Management Strategy : Designing organization structure for retail organization – Motivating employees – Trends in retail HRM - Negotiations

BOOKS RECOMMENDED

Retail Management (A strategic Approach)	–	Barry Berman, Joel R. Evans
Strategic Management (Text and Cases)	–	VSP Rao, V. Hari Krishna
Retail Management	–	Levy Weitz
Strategic Management (Competitiveness and Globalization) Concepts and Cases	–	Thomson

This course would enable students to choose one area for research study, under the guidance of the eligible faculty of the Business Management Department of Universities / Colleges / Institutions with the ultimate aim of promoting quality researches in partial fulfilment of their education. The students are required to study the problem in detail, review literature, collect and analyse data and prepare a written report as approved by the University.

Students can register for the Project Course with Course Code MSR 28 at the beginning of the second year. For registration purposes, the Project Course is treated as one Course, carrying a weight of 8 credits.

OBJECTIVE

The objective of the Project Course is to help the student develop his/her ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical framework. The subject area for the project work should be from the Retail Industry of the service sector / stores sector.

TYPE OF PROJECT

The Project may take any one of the following forms:

- i) Comprehensive case study (covering single organization/multifunctional area problem, formulation analysis and recommendations)
- ii) Inter-organizational study aimed at inter-organizational comparison/ validation of theory/survey of management services.
- iii) Evolution of any new conceptual / theoretical framework.
- iv) Field study (empirical study).

After the completion of the research study the students are required to submit a detail individual project report in a format / guidelines as approved by the University.