

DIPLOMA IN RETAIL MANAGEMENT

BBAR 14

INTRODUCTION TO RETAILING

BLOCK I

Retailing - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Stores Location – Steps in choosing a retail location.

BLOCK II

Retail outlets by Ownership & Organization - Retail categories - Types of business organization- Types of Retail store ownership - Classification on the basis of ownership - Classification on the basis of Merchandise mix, Non store retailing - Other retail models.

BLOCK III

Services & Quality in Retailing - Factors constituting retailing - The service – product concept - The intangible-tangible product continuum - A classification of service and quality - Implementation of service management - Growing emphasis on control of quality - Key terms of quality - Characteristics of quality and Long term Benefit.

BLOCK IV

Retail in India - The origin of retail in India - Drivers of retail change in India - Changing income profiles - Difference between rural and urban India - Changes in consumption patterns - Foreign direct investment in retail.

BLOCK IV

The size of retail in India - Clothing, textiles and fashion accessories - Food and food services - Books and music - Other emerging sectors - Retail realities - Challenges to retail development in India.

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1. Michael Levy and Barton A Weitz, (2011) Retailing Management (8th Revised edition edition), McGraw-Hill Inc., US, (ISE Editions).
2. R. Sudharshan, S. Ravi Prakash and M. Subrahmanya Sarma, 1st Edition (2007), Retail Management: Principles & Practices (1st edition), New Century Publications, New Delhi.
3. Gibson G. Vedamani, 4th Edition (2012), Retail Management: Functional Principles and Practices, Jaico Publishing, Bengaluru.

BBAR25 STORE LAYOUR, DESIGN AND VISUAL MERCHANDISING

BLOCK I

Store Layout: Types of Layout - Grid - Race track - Free Form Layouts - The circulation Plan - Considerations in Layout selection - Feature areas - End Caps - Promotional Area - Free Standing Fixtures and Mannequins - Windows - POP Areas - Walls.

BLOCK II

Space Planning - Location of Departments - Relative vocational Advantages - Evaluation a Department Layout - Location of Merchandize department - Use of Plano grams - Leveraging Space.

BLOCK III

Importance of Store Design - Exterior Store Design - Interior Store Design - Fixtures Flooring & Ceiling & Lighting - Graphics & Signages - Atmospherics.

BLOCK IV

Visual Merchandising - Presentation Techniques - Ideal Oriented Presentation - Item Oriented presentation - Color Presentation, Ice lining, Vertical Merchandising - Tonnage Merchandising - Frontage Presentation - Fixtures - Straight Rack - Gondola

BLOCK V

Visual Communication - Lighting - Color - Music – Scent

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1. Michael Levy and Barton A Weitz, (2011) Retailing Management (8th Revised edition edition), McGraw-Hill Inc., US, (ISE Editions).
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BLOCK I

Merchandising - Meaning of merchandising – Evolution of merchandising – Factors affecting the merchandising function – Roles and Responsibilities of merchandiser – Roles and responsibilities of the buyer – The concept of Life style merchandising.

BLOCK II

Merchandise Planning – Devising merchandise plans – Developing Sales Forecast – Forecasting at the store (SKU) – Collaborative planning forecasting and replenishment (CPFR) - Determining the merchandise requirements – Merchandising control – Assortment planning – The range plan – The model stock plan – Tools used for merchandise planning.

BLOCK III

Merchandising sourcing – Identifying the source of supply – Contracting & evaluating the sources of supply – Negotiating with vendors – Establishing vendor relationship – Analyzing vendor performance – Advantages - The process of private label creation.

BLOCK IV

Financial Merchandise Management – Merchandise Budget Plan – Components Evaluation – Open – to – Buy Systems – Allocating Merchandise to Stores – Evaluating the Merchandise Performance.

BLOCK V

Pricing in Retailing – External influences on retail pricing strategy – Retail pricing objectives – Retail pricing strategies – Consumer response to pricing.

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1. Michael Levy and Barton A Weitz, 8th Edition (2011), Retailing Management - Global Edition, McGraw Hill Higher Education, New Delhi.
2. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, 6th Edition (1988) Retailing Management, John Wiley & Sons, Hoboken, NJ.
3. Ralph D. Shipp, 3rd Edition (1985), Retail Merchandising : Principles and Applications (3rd edition), Houghton Mifflin Co, Boston, USA.
4. R. Sudharshan, S. Ravi Prakash and M. Subrahmanya Sarma, 1st Edition (2007), Retail Management: Principles and Practices, New Century Publications, New Delhi.

BBAR 32**RETAIL STORE OPERATIONS****BLOCK I**

Elements & Components of Retail Operation - Store Administration and Management Premises - Roles of Store Manager.

BLOCK II

Managing Inventory & Display : Inventory Techniques - ABC Analysis – EOQ – SAP Analysis – GAP Model – Perpetual Inventory Control – Sales Forecast – CPFR Merchandise Reordering Plano-grams – Promotional Ordering.

BLOCK III

Managing Receipts - Store level and 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.

BLOCK IV

Customer Complaints & Adjustments - Causes – Redresel Practices

BLOCK V

Store Security – Insurance – Store Maintenance – Energy Management – Credit Management – Crisis Management.

REFERENCES

1. Michael Levy and Barton A Weitz, 8th Edition (2011), Retailing Management - Global Edition, McGraw Hill Higher Education, New Delhi.
2. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, 6th Edition (1988), Retailing Management, John Wiley & Sons, Hoboken, NJ.
3. Barry Berman & Joel R Evans, 12th Edition (2012), Retailing Management: A Strategic Approach, Pearson Education India, Noida.
4. Chetan Bajaj, Rajnish Tuli and Nidhi V Srivastava, 2nd Edition (2010), Retail Management, Oxford Publications, Bengaluru.

BBAR 34 CUSTOMER SERVICE AND PERSONAL SELLING IN RETAILING

BLOCK I

Customer service – Importance of service in Retail – Steps in evolving effective customer service model in retail

BLOCK II

Reasons for gaps in service – Steps in reducing customer service gap - Collecting customer information and enhancing loyalty — Service recovery

BLOCK III

Customer Relationship Management – Process – Collection of customer data – Analysing and identifying target customers – Developing and implementing Customer Relationship programmes - Customer Relationship Management In retail.

BLOCK IV

Role of personal selling in retailing – Retail selling process – Theories of personal selling – Difference between Advertisement and personal selling – Role of sales personnel in retail organization.

BLOCK V

Duties and responsibilities of Sales Personnel – Traits of sales personnel - Qualities of Sales Personnel – Appearance – Communication – Vocabulary – Building Rapport – Ego problems – Adequacy of Knowledge - Careers in retailing

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1. Michael Levy and Barton A Weitz, 8th Revised Edition (2011), Retailing Management - Global Edition, McGraw Hill Higher Education, New Delhi.
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BBAR 36**INFORMATION TECHNOLOGY & E-TAILING****BLOCK I**

Information Technology – Meaning and its growing role in retailing – Indian scenario – Applications of Information Technology in retailing.

BLOCK II

Retail Management Information System –Types of information systems - Role of retail data capture in retail transaction – Campaign management.

BLOCK III

Adopting coding systems – Radio Frequency identification (RFID) – Benefits of data base marketing – Limitation of web applications – Information technology innovation to tackle web limitations.

BLOCK IV

Electronic point of sale (EPOS) - Electronic funds transfer and point of sale (EFTPOS) – Quick response replenishment system - Electronic loyalty scheme.

BLOCK V

Information technology in merchandising – Information technology in Supply chain management - Information technology in Customer Relationship management –E-Commerce in retailing institutions.

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1. Michael Levy and Barton A Weitz, 8th Revised Edition (2011), Retailing Management - Global Edition (8th Revised edition), McGraw Hill Higher Education, New Delhi.
2. A.Jaiswal, (2003), Fundamentals of Computers & Information Technology, Dreamtech Press, New Delhi.
3. RK Taxali, 2nd Edition (2001), PC Software of Windows Made Simple, McGraw Hill Education, New Delhi.
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