



Marketing - III
Management of Retail Marketing
[Discipline Specific Course]

Semester: V	*Credits: 4	Subject Code: C52215	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Describe the concepts, functions and practices of Retailing, process of Retail Organisation and Supply Chain and Relationships in Retailing
- Analyse and evaluate the practices in Online Retailing, Retail Atmospherics and Technology and apply it for a better shopping experience
- Apply the knowledge of Human Resource Management while applying for jobs and appearing for interviews
- Identify and analyse the challenges of Human Resource Management and Technology in Retailing.

Unit 1: Introduction to Retail	10
<ul style="list-style-type: none"> • Retail and Retailing: <ul style="list-style-type: none"> ○ Meaning and Definition ○ Functions ○ Classification of Retail Formats ○ International Retailing: Meaning, Entry of Foreign E-tailers • Retail Location Strategy: <ul style="list-style-type: none"> ○ Importance of Location Decision ○ Choosing the right Location: Creating a Checklist ○ Business Associated Locations: Unplanned Business Districts and Planned Business Districts • Trends in Retailing: <ul style="list-style-type: none"> ○ Retailtainment ○ Menaissance ○ Branding through Retailers: Significance, E-branding 	

Unit 2: Retail Organisation	14
<ul style="list-style-type: none"> • Setting up a Retail Organisation: <ul style="list-style-type: none"> ○ Specifying task to be performed ○ Dividing task among channel members and customers ○ Grouping tasks into jobs • Franchising: <ul style="list-style-type: none"> ○ Concept ○ Pros and Cons of Franchise System • Retail Atmospherics: 	

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<ul style="list-style-type: none"> ○ Exterior Atmospherics: Store Entrance, Display Windows, Marquee or Signboard, Parking Facility ○ Interior Atmospherics: Store Layout. Visual Merchandising, Store Interiors, Colour, Music ● Store Space management: <ul style="list-style-type: none"> ○ Creating and monitoring Planograms ● Human Resource Management in Retailing: <ul style="list-style-type: none"> ○ Human Resource Management process in Retailing ○ Challenges in Human Resource Management 	
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Unit 3: Supply Chain and Relationships in Retailing	12
<ul style="list-style-type: none"> ● Merchandise Management: <ul style="list-style-type: none"> ○ Merchandise Forecasting ○ Merchandise Budgeting ● Sourcing: <ul style="list-style-type: none"> ○ Global Sourcing: Process ○ Green Sourcing: Concept ● Retail Logistics: <ul style="list-style-type: none"> ○ Scope ○ Third- Party and Fourth-Party Logistics ○ Managing Reverse Logistics ○ Multi-Channel Logistics ● Relationships in Retailing: <ul style="list-style-type: none"> ○ Supplier Relationship Management: Process ○ Customer Relationship Management: Customer Service Mix, Ethical Performance & Relationships in Retailing ○ Enhancing Relationships in Retailing: Electronic Data Interchange, Geo-fencing and Geo-targeting, Reward Point Management System, Customer Analytics Software, Chatbots and Car Apps 	

Unit 4: Technology in Retailing	12
<ul style="list-style-type: none"> ● Retail 4.0: <ul style="list-style-type: none"> ○ Rise of E-Grocery Attackers ○ Thinking differently about the Box: Online- Offline Collaborations ○ Increasing Importance of Digital Marketing, Social-Media and Location-based Services ○ Advances in Self-Check Out and Digital Wallet ○ Dynamic Pricing ○ Omni-Channel Retailing ○ Use of Artificial Intelligence in Retailing: Internet of Things, Augmented Reality, Robotics and Drones in Product Delivery 	

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- Enhancing In-store Experience:
 - Interactive Kiosks
 - Virtual Display Cases
 - RFID
 - Bar-coding System/UPC
 - Electronic Point of Sale Signage
 - Hand Held Shopping Assistant
 - Body Scanning
 - Robotic Services

Challenges in Technology and Data Protection

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.
***01 credit to be evaluated as a Skill-based Component**

Recommended Basic Reading:

- Chatterjee P., Berman B. and Evans J. R. Retail Management: A Strategic Approach. Pearson: United Kingdom; 2017.
- Sheikh Arif and Kaneez Fatima. Retail Management. (2020), Himalaya Publishing House: Mumbai; 2020.
- Bajaj Chetan, Tuli Rajnish and Srivastava Nidhi V. Retail Management. Oxford University Press: New Delhi; 2005.

Recommended Reference Books:

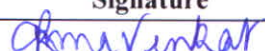
- Vedamani, G. G. (2018). Retail Beyond Detail: The Great Indian Retailing Business. India: SAGE Publications.
- Sidhpuria Manish V. Retail Franchising. Tata McGraw-Hill: New Delhi; 2009.
- Ray Rajesh. Supply Chain Management for Retailing. Tata McGraw-Hill: New Delhi; 2010.
- Dr. Jain R.K. Retail Management. Vayu Education of India: New Delhi; 2009.

Websites:

- <https://nasscom.in/knowledge-center/publications/retail-40-india-story-unlocking-value-through-online-offline>

Journals:

- Retailer- India's Retail & Consumer Insights Magazines, Mumbai.
- Indian Journal of Marketing, New Delhi.

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Business Administration –III, Business Entrepreneurship-III and Marketing-III**
Research Methodology for Business
[Discipline Specific Course]

Semester: VI	*Credits: 4	Subject Code: C62216	Lectures: 48
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****This paper is same across three subjects for SEMESTER VI – Business Administration-III, Business Entrepreneurship-III and Marketing-III**

Course Outcomes:

At the end of this course, the learner will be able to:

- Infer the fundamental theoretical ideas and logic of research.
- Choose methods appropriate to research aims and objectives
- Understand the basic framework of research process.
- Demonstrate knowledge of various research designs and techniques.
- Appraise and practice various quantitative and qualitative research methods

Unit 1: Business Research

10

- Meaning and Concepts
- Characteristics of research
- Types of research-
 - Application based- Pure and Applied
 - Objectives based-Descriptive, Exploratory, Co-relational, Explanatory
 - Inquiry mode applied- quantitative and qualitative
- Research Process
- Ethics in Business Research

Unit 2: Quantitative Research -1

12

- Formulating a research problem and objective
- Hypothesis, Types of hypotheses – Descriptive, Relational – Correlational and Causal, null and alternate Research problem, Hypothesis and Variables
- Research Design
 - Important concepts relating to research design
 - Types of research designs- in case of exploratory research, in case of descriptive and diagnostic research studies and in case of hypothesis-testing research studies
- Questionnaire Designing

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Unit 3: Quantitative Research 2	14
<ul style="list-style-type: none"> • Sampling <ul style="list-style-type: none"> ○ Concept and principles of Sampling ○ Factors affecting inferences drawn from Samples ○ Types of Probability and non-probability sampling methods • Methods of Data Collection <ul style="list-style-type: none"> ○ Sources of Data – Primary and Secondary ○ Measurement and Scaling • Data Processing- Editing, Coding, Developing a frame of analysis • Presentation of data: Tables and graphs • Writing a Research report - Structure and Format- APA conventions 	

Unit 4: Qualitative Methodology	12
<ul style="list-style-type: none"> • Nature of Qualitative Research <ul style="list-style-type: none"> ○ Features and Steps in Qualitative Research • Methods of data collection <ul style="list-style-type: none"> ○ Participant observation ○ Unstructured interviews • Qualitative data analysis <ul style="list-style-type: none"> ○ Analytical induction ○ Grounded theory ○ Coding ○ Steps of interpretation • Presentation of data <ul style="list-style-type: none"> ○ Matrix ○ Charts ○ Tables • Report writing 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.
*01 credit to be evaluated as a Skill-based Component

Recommended Basic Reading:

- Uwe Flick. Introducing Research Methods, SAGE Publication.2011

Recommended Reference Books:

- Kumar.R. (2014) Research Methodology – A step by Step guide for Beginner's (4th Ed) Pearson Education, India.
- Denzin Norman, Lincoln Yvonna (ed): Handbook of Qualitative Research, Sage, Thousand Oaks, 2000.
- Sekaran Uma & Bougie Roger: Research Methods for Business for Research –A Skill

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Building Approach: Wiley India, 2011

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Faculty	Dr. Dimple Buche	<i>Buche</i> 23/8/21
Faculty	Ms. Rajni Singh	<i>Rajni Singh</i> 23/8/21
Faculty	Ms. Shanthi Fernandes	<i>Shanthi</i> 23/8/21
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