



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

RETAILING MANAGEMENT								
IV SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
24MB025M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
<b>Prerequisite:</b> Basics of Retail Management								

### COURSE OVERVIEW:

This course provides an understanding of the principles and practices of retail management. It covers the structure and development of the retail industry, consumer shopping behavior, retail formats, pricing strategies, and supply chain management. The course also focuses on retail buying, merchandising, and store operations to help students understand how retail organizations create value and compete in dynamic markets.

### COURSE OBJECTIVES:

- The modern retailing concepts and understand the present retailing trends how to create a shopping experience that builds customer loyalty.
- Shopping environment, retail formats, functions, retail operation and promotion how to receive, present and maintain merchandise.
- Pricing and supply chain management how the role of the manager impacts the success of a retail business.
- The retail operations with different strategies in retailing how to identify, hire, retain and build retail talent.
- Different level of interest in pursuing a career in retail management understand how to drive sales growth.

### COURSE OUTCOMES: After completion of the course, students should be able to

1. Explain concepts, types, functions, theories, ethics shaping retail systems across global contexts.
2. Analyze shopper behavior patterns reflecting demographic, psychographic, lifestyle-based factors within Indian markets.
3. Evaluate retail formats, value models, competition dynamics influencing retail performance.
4. Apply pricing policies, supply chain frameworks, inventory controls supporting retail efficiency.

5. Design retail buying processes, merchandising layouts, in-store environments enhancing consumer experience.

**UNIT – I: Introduction to Retail Management:** Meaning and concept of retail and retailing; history, types, functions, and utilities of retailing; theories of retailing; e-tailing; structure of the Indian retail industry; retailing in Asia, Europe, and global markets; service retailing; foreign direct investment (FDI) in retailing; rural marketing; ethics in retailing.

**UNIT – II: Understanding Shoppers and Shopping:** Shopping environment; shopping in a socio-cultural context; shopping process and consumer shopping behavior; demographics of Indian shoppers; psychographic profile of Indian shoppers; lifestyle patterns of Indian shoppers; shopping patterns in India.

**UNIT – III: Delivering Value through Retail Functions:** Classification of retail formats ownership-based, store-based, and non-store-based formats; other retail formats; value-based model of store format choice; attribute-based model of store format choice; the competitive marketplace; marketing structure in retailing; demand side of retailing; non-price decisions; types of competition; evolution and future trends in retail competition.

**UNIT – IV: Pricing and Supply Chain Management:** Pricing objectives and policies; interactive pricing decisions; pricing strategies and price adjustment strategies; introduction to supply chain management; drivers of supply chain management; supply chain management and competitive advantage; types of supply chains; supply chain length, width, and control; framework and network structure of supply chain management; supply chain business processes and components; retail inventory management; retail logistics management.

**UNIT – V: Retail Buying and Managing Retail Operations:** Objectives of retail buying; organization of buying; retail buying behavior and models of buying behavior; buyer responsibilities; merchandising and assortment planning; merchandise plans for basic stock; retail buying groups; negotiations and contracts in retailing; store layout and design; merchandise display fixtures; positioning of merchandise; materials and finishes; floors, interior walls, ceilings, lighting, music, and graphics; exterior and interior signage; retail store layouts; e-tailing.

#### **TEXT BOOKS:**

1. Prof. Long Yang “Retail Management”, 8<sup>th</sup> edition, in 2021
2. Dr. V. Chitra, Dr. V. Mahalakshmi “Retail management “in 2021.
3. [Swapna Pradhan](#) “Retail management Text and Cases”, 6<sup>th</sup> edition, in July 2020.
4. [Gibson](#) “Retail management “, 5<sup>th</sup> edition in September 2017.

#### **REFERENCE BOOKS:**

1. Swapna Pradhan,” Retail Management-Text and Cases”, TMH, 5<sup>th</sup> Edition, 2015.
2. Dr. Harjit Singh, “Retail Management a Global Perspective text and cases”, Chand, 3<sup>rd</sup> Edition, 2011.
3. Aditya Prakash Tripathi, Noopur Agrawal, “Fundamentals of Retailing” (text and cases), Himalaya Publication House, 1<sup>st</sup> Edition, 2009.

#### **ELECTRONIC RESOURCES:**

1. [http://catalogue.pearsoned.ca/assets/hip/ca/hip\\_ca\\_pearsonhighered/samplechapter/0131203017.pdf](http://catalogue.pearsoned.ca/assets/hip/ca/hip_ca_pearsonhighered/samplechapter/0131203017.pdf)

2. [http://www.pondiuni.edu.in/storage/dde/downloads/markiii\\_rm.pdf](http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf)

**MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

