

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
RETAIL MANAGEMENT
CREDIT: Full (3 Credits)
SESSION DURATION: 90 Minutes

TERM: VI
YEAR: 2015-2016
BATCH: II

FACULTY: Dr. Manit Mishra

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Office hours: 9.30 AM – 5.30 PM

Course Introduction:

Retail is one of the omni-present establishments in Indian commercial landscape. The sheer enormity of the number of retail outlets functioning across India, the diversity of the formats, the depth and width of the product assortments they offer, and the number of customers they satisfy makes for a grand lesson in various aspects of management skills. According to a KPMG study, the Indian retail sector's overall size is estimated to be US \$ 534 billion in 2013-14 with a CAGR of 12-13%, which would be worth US \$ 948 billion in 2018-19. In view of such prospects for skilled manpower in the area of Retail, this course intends to take a holistic perspective of management of retail organization and covers diverse functional requirements.

Course Objectives:

- To gain in-depth conceptual understanding of functional domains.
- To sensitize students to the demands of organized retail sector.
- To make the students aware and develop competencies for retail supply chain management (R-SCM).
- To prepare students to assume managerial mantle in retail sector.

Course Pedagogy:

The sessions will be a blend of interactive lectures and case analysis. Fieldwork, in the nature of a major project will form an essential ingredient in the learning curve.

Course Readings:

Text book

1. Sinha, Piyush Kumar and Uniyal, Dwarika Prasad (2012). *Managing Retailing* (2nd Edition), Oxford Higher Education, New Delhi.

Reference book(s)

1. *Why we buy: The science of shopping*, Paco Underhill, Simon & Schuster.
2. *Call of the mall: The geography of shopping*, Paco Underhill, Simon & Schuster.
3. *We are like that only*, Rama Bijapurkar, Penguin India.
4. *Retail Management: A strategic approach*, Barry Berman, Joel R Evans and Mini Mathur, Pearson, 11th Ed., 2011.
5. *Retailing Management*, Levy, Weitz and Pandit, Tata McGraw2 Hill, 6th Ed.
6. Magazines and periodicals devoted to retail e.g. Retail Biz, Retailer, Storai etc.

Course Evaluation criteria:

Component	Weight
Project	15%
Presentation	15%
Mid-term	30%
End-term	40%
Total	100%

*Project details: It is a group project. Students are expected to use all the knowledge and training being given in the class room to unearth insight from the market. The objective is to provide the students an opportunity for gaining critical operational and consumer insight through field visits.

Session Plan:

#	Topic	Reading
1-2.	Introduction to retailing <ul style="list-style-type: none"> Prospects and problems Developing a strategy FDI in retail 	<ul style="list-style-type: none"> Text book: Chapters 1-3. Deloitte report: Global powers of retailing (2015). KPMG report: Indian retail – The next growth story (2014). Retail doesn't cross borders: Here is why and what to do about it (HBR). http://www.ibef.org/economy/foreign-direct-investment.aspx
3-4.	Planning the retail business <ul style="list-style-type: none"> Retailing formats Franchising 	<ul style="list-style-type: none"> Text book: Chapters 5. McKinsey Quarterly: Selling to mom and pop stores in emerging markets Case: FoodWorld-A – Market entry strategy [Text book, p. 15 for session 3].
5-6.	Retail buying behavior <ul style="list-style-type: none"> Consumer demographics & lifestyle Shopping attitudes & behaviour 	<ul style="list-style-type: none"> Text book: Chapters 4. Wharton: He buys she shops. Case: Muebles: The home building store [Text book, p. 107 for session 5].
7-8.	Store location & design <ul style="list-style-type: none"> Trading area analysis Identification and acquisition of retail space Store layout and design 	<ul style="list-style-type: none"> Text book: Chapters 6, 10. ET article: Checkout counter becoming battleground for marketers (2008).
9-10.	Merchandise management <ul style="list-style-type: none"> Merchandising strategy Buying organization Implementing merchandising plans 	<ul style="list-style-type: none"> Text book: Chapters 7, 9. Welcome to the new world of merchandising (HBR).
11-12.	Retail financial management	<ul style="list-style-type: none"> Understanding how to read the GMROI reports. Top 5 killers of retail business: http://www.retailturnaroundexperts.com/why-retailers-fail.html

13-14.	Inventory management <ul style="list-style-type: none"> • Role of technology • Logistics & supply chain management 	<ul style="list-style-type: none"> • Text book: Chapters 8, 16. • Wall Street Journal article: Beyond bar codes. • Case: FoodWorld-B: Supply chain strategy introduction [Text book, p. 253].
15.	Pricing in retail	<ul style="list-style-type: none"> • Text book: Chapter 13.
16-17	Retail promotions <ul style="list-style-type: none"> • Strategy and role • Store image • Planning and execution 	<ul style="list-style-type: none"> • Text book: Chapter 12. • Article: Curb appeal – Developing a powerful store image
18.	Human resource management <ul style="list-style-type: none"> • Careers in retail • Role of training in retail 	<ul style="list-style-type: none"> • Text book: Chapter 11. • Sam Walton’s article: 10 rules for building a business.
19.	Delivering and enhancing in-store experience Loyalty programmes Course wrap-up	<ul style="list-style-type: none"> • Text book: Chapter 14. • Article: Taking a proactive approach to loyalty and retention.
20.	<ul style="list-style-type: none"> • Project presentations. 	