

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
RETAIL MANAGEMENT

CREDIT: Full (3 Credits)

SESSION DURATION: 90 Minutes

TERM: VI
YEAR: 2016-2017
BATCH: II

FACULTY : Dr. Rohit Vishal Kumar / 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.

Learning Outcomes:

1. To gain in-depth conceptual understanding of functional domains.
2. To sensitize students to the demands of organized retail sector.
3. To make the students aware & develop competencies for retail supply chain management (R-SCM).
4. 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:

Reference books

1. MANAGING RETAILING. Sinha, Piyush Kumar and Uniyal, Dwarika Prasad (2012), 2nd Edition. Oxford University Press, India. [SU]
2. RETAIL MANAGEMENT. Bajaj, Chetan, Tuli, Rajnish, and Srivastava, Nidhi Varma (2016), 3rd Edition, Oxford University Press, India. [BTS]
3. RETAIL MANAGEMENT: A STRATEGIC APPROACH, Barry Berman, Joel R Evans and Mini Mathur, Pearson, (2011), 11th Edition, Pearson.
4. PRINCIPLES OF RETAIL MANAGEMENT, Rosemary Varley and Mohammed Rafiq, Palgrave MacMillan (2005)
5. WHY WE BUY: THE SCIENCE OF SHOPPING. Paco Underhill, Simon & Schuster.
5. CALL OF THE MALL: THE GEOGRAPHY OF SHOPPING. Paco Underhill, Simon & Schuster.
6. WE ARE LIKE THAT ONLY. Rama Bijapurkar, Penguin India.
7. Magazines and periodicals devoted to retail e.g. Retail Biz, Retailer, Storai etc.

Course Evaluation criteria:

Component	Weight
Project	20%
Quiz	20%
Mid-term	30%
End-term	30%
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 	L0-1 L0-2 L0-3 L0-4	<ul style="list-style-type: none"> □ SU: Chapters 1-3. □ BTS: Chapters 1 and 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-
3-4.	Planning the retail business <ul style="list-style-type: none"> □ Retailing formats □ Franchising 	L0-1 L0-2 L0-4	<ul style="list-style-type: none"> □ SU: Chapters 5. □ BTS: Chapter 2. □ McKinsey Quarterly: Selling to mom and pop stores in emerging markets □ Case: FoodWorld-A – Market entry strategy [SU, p. 15 for session 3].
5-6.	Retail buying behavior <ul style="list-style-type: none"> □ Consumer demographics & lifestyle □ Shopping attitudes & 	L0-1 L0-2 L0-4	<ul style="list-style-type: none"> □ SU: Chapters 4. □ BTS: Chapters 4 and 5 □ Wharton: He buys she shops. □ Case: Muebles: The home building store [SU, 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 	L0-1 L0-2 L0-3 L0-4	<ul style="list-style-type: none"> □ SU: Chapters 6, 10. □ BTS: Chapter 7. □ ET article: Checkout counter becoming battleground for marketers (2008).
9.	Merchandise management <ul style="list-style-type: none"> □ Merchandising strategy □ Buying organization 	L0-1 L0-2 L0-3 L0-4	<ul style="list-style-type: none"> □ SU: Chapters 7, 9. □ BTS: Chapter 11. □ Welcome to the new world of merchandising (HBR).

	□ Implementing merchandising plans		
10-11.	Retail financial management	L0-1 L0-2 L0-4	□ Understanding how to read the GMROI reports. □ Top 5 killers of retail business: http://www.retailturnaroundexperts.com/wh
12-13.	Inventory management □ Role of technology □ Logistics & supply chain management	L0-1 L0-2 L0-3 L0-4	□ SU: Chapters 8, 16. □ Wall Street Journal article: Beyond bar codes. □ Case: FoodWorld-B: Supply chain strategy introduction [SU, p. 253].
14.	Pricing in retail	L0-1 L0-2 L0-3 L0-4	□ SU: Chapter 13.
15-16	Retail promotions □ Strategy and role □ Store image □ Planning and execution	L0-1 L0-2 L0-4	□ SU: Chapter 12. □ Article: Curb appeal – Developing a powerful store image
17.	Human resource management □ Careers in retail	L0-1 L0-2 L0-4	□ SU: Chapter 11. □ Sam Walton's article: 10 rules for building a business.
18.	Delivering and enhancing in-store experience Loyalty programmes	L0-1 L0-2 L0-4	□ SU: Chapter 14. □ Article: Taking a proactive approach to loyalty and retention.
19-20.	□ Project presentations.	L0-1 L0-2 L0-3 L0-4	

Please Note: Session 1-9 would be taken by Prof. Manit Mishra and Sessions 10-18 would be taken by

Prof. Rohit Vishal Kumar.