

**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**  
**RETAIL MARKETING (MK611)**  
**CREDIT: Full (3 Credits)**  
**SESSION DURATION: 60 Minutes**

**TERM: VI**  
**YEAR: 2018-2019**

**FACULTY:** Rahul Gupta Choudhury  
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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:** MANAGING RETAILING. Sinha, Piyush Kumar and Uniyal, Dwarika Prasad (2012), 2<sup>nd</sup> Edition. Oxford University Press, India. [SU]

**Reference books**

1. RETAIL MANAGEMENT. Bajaj, Chetan, Tuli, Rajnish, and Srivastava, Nidhi Varma (2016), 3<sup>rd</sup> Edition, Oxford University Press, India. [BTS]
2. RETAIL MANAGEMENT: A STRATEGIC APPROACH, Barry Berman, Joel R Evans and Mini Mathur, Pearson, (2011), 11<sup>th</sup> Edition, Pearson.
3. WHY WE BUY: THE SCIENCE OF SHOPPING. Paco Underhill, Simon & Schuster.
4. CALL OF THE MALL: THE GEOGRAPHY OF SHOPPING. Paco Underhill, Simon & Schuster.
5. WE ARE LIKE THAT ONLY. Rama Bijapurkar, Penguin India.
6. Magazines and periodicals devoted to retail e.g. Retail Biz, Retailer, Storai etc.

**Course Evaluation criteria:**

<b>Component</b>	<b>Weight</b>
Project	20%
Case Presentation	20%
Quiz	20%
End-term	40%
<b>Total</b>	<b>100%</b>

\*Project details: It is an individual 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:**

<b>#</b>	<b>Topic</b>	<b>Reading</b>
1-3.	Introduction to retailing <ul style="list-style-type: none"><li>• Prospects and problems</li><li>• Developing a strategy</li><li>• FDI in retail</li></ul>	<ul style="list-style-type: none"><li>• <b>SU: Chapters 1-3.</b></li></ul>
4-5.	Planning the retail business <ul style="list-style-type: none"><li>• Retailing formats</li><li>• Franchising</li></ul>	<ul style="list-style-type: none"><li>• <b>SU: Chapters 5.</b></li></ul>
6-8.	Retail buying behavior <ul style="list-style-type: none"><li>• Consumer demographics &amp; lifestyle</li><li>• Shopping attitudes &amp; behavior</li></ul>	<ul style="list-style-type: none"><li>• <b>SU: Chapters 4.</b></li><li>• <b>Case Presentation</b></li></ul>
9-11.	Store location & design <ul style="list-style-type: none"><li>• Trading area analysis</li><li>• Identification and acquisition of retail space</li><li>• Store layout and design</li></ul>	<ul style="list-style-type: none"><li>• <b>SU: Chapters 6, 10.</b></li><li>• <b>Case Presentation</b></li></ul>
12-14.	Merchandise management <ul style="list-style-type: none"><li>• Merchandising strategy</li><li>• Buying organization</li><li>• Implementing merchandising plans</li></ul>	<ul style="list-style-type: none"><li>• <b>SU: Chapters 7, 9.</b></li></ul>
15-17.	Retail financial management	<ul style="list-style-type: none"><li>• <b>Understanding how to read the GMROI reports.</b></li><li>• <b>Case Presentation</b></li></ul>
18-20.	Inventory management <ul style="list-style-type: none"><li>• Role of technology</li><li>• Logistics &amp; supply chain management</li></ul>	<ul style="list-style-type: none"><li>• <b>SU: Chapters 8, 16.</b></li><li>• <b>Case Presentation</b></li></ul>

21-22.	Pricing in retail	• <b>SU: Chapter 13.</b>
23-25.	Retail promotions <ul style="list-style-type: none"> <li>• Strategy and role</li> <li>• Store image</li> <li>• Planning and execution</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SU: Chapter 12.</b></li> <li>• <b>Case Presentation</b></li> </ul>
26-27.	Human resource management <ul style="list-style-type: none"> <li>• Careers in retail</li> <li>• Role of training in retail</li> </ul>	• <b>SU: Chapter 11.</b>
28.	Delivering and enhancing in-store experience Loyalty programs	• <b>SU: Chapter 14.</b>
29-30.	• <b>Project presentations.</b>	

#### CASES:

- 1) Apple Stores; Luc Wathieu; Harvard Business School; 9-502-063; May 20, 2010.
- 2) Macy's: Evolution in the sunshine state; Boris Groysberg, Das Narayandas, Benson P. Shapiro, Sarah L. Abbott; Harvard, 416018-PDF-ENG; Sept 14, 2015.
- 3) Saks: Shocking the fashion industry supply chain; Michael Marks, David Hoyt; Stanford; GS86-PDF-ENG; March 18, 2014.
- 4) Wipro consumer care: Merchandising for success; Sreeram Sivaramakrishnan, Gaurav Thapar, Varun Gattani, Abhra Chatterjee; Ivey Publishing; W14341-PDF-ENG; Aug 7, 2014.
- 5) Canada Goose Inc.: At a retail crossroads; June Cotte, Jesse Silvertown; Ivey Publishing; 909A12-PDF-ENG; May 5, 2009.