



**SWARNANDHRA  
COLLEGE OF ENGINEERING & TECHNOLOGY  
(AUTONOMOUS)**

Accredited by National Board of Accreditation, AICTE, New Delhi. Accredited by NAA with 'A' Grade - 3 & 32 CGPA Recognized under 2(f) & 12(B) of UGC Act 1956. Approved by AICTE, New Delhi. Permanent Affiliation to JBITUK, Kakinada. Seetharampuram, W.G. DT, Narsapur 534280 (Andhra Pradesh)

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
TEACHING PLAN**

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
19MB3E02	RETAIL MANAGEMENT	III	MBA(Marketing)	5	2021-22	17/11/2021

**COURSE OUTCOMES**

1	Understand the significance of retail as an industry, retail formats and trends in retail industry.(K2)
2	Identify the importance of strategy from the retail perspective and understand the consumer buying behavior.(K1)
3	Analyze the importance of store location and identify the opportunities of selection a particular store location.(K4)
4	Understand the competitive advantage of store design and process of merchandise planning.(K2)
5	Determine the pricing strategy and promotional strategies (K3).

UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
<b>1. Introduction to Retail Management</b>						
I	CO1[K2]	1.1	Introduction	T1,T2	1	Chalk & Talk, PPT Tutorial Active Learning & CaseStudy
		1.2	Meaning of Retailing	T1,T2	1	
		1.3	Economic Significance of Retailing	T1,T2	1	
		1.4	Retailing Management Decision Process	T1,T2	1	
		1.5	Product Retailing vs. Service Retailing	T1,T2	1	
		1.6	Retailing Marketing Environment	T1,T2	1	
		1.7	Elements in a Retail Marketing Environment	T1,T2	1	
		1.8	Environmental Issues	T1,T2	1	
		1.9	Indian vs. Global Scenario	T1,T2	1	
Content beyond Syllabus (if needed)		1.10	Current Trends in Retail Marketing / Relevant case studies to be discussed	T1,T2	1	
					<b>Total</b>	<b>10</b>
<b>2. The Retail Marketing Segmentation</b>						
II	CO2[K2]	2.1	Introduction, Importance of Market	T1,T3	1	Chalk & Talk, PPT Tutorial Active Learning & Case Study
		2.2	Segmentation in Retail	T1,T3	1	
		2.3	Targeted Marketing Efforts	T1,T3	1	
		2.4	Criteria for Effective Segmentation, Dimensions	T1,T3	1	



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			of Segmentation, Positioning Decisions Limitations of Market Segmentation		
		2.5	Store Location and Layout: Introduction, Site Evaluation, Site Selection	T1,T3	1
		2.6	Types of Retail Stores Location, Factors Affecting Retail Location Decisions,	T1,T3	1
		2.7	Country/Region Analysis, Trade Area Analysis,	T1,T3	1
		2.8	Location Based Retail Strategies	T1,T3	1
Content beyond Syllabus (if needed)		2.9	Relevant case studies to be discussed	T1, ,T3	2
<b>Total</b>					<b>11</b>
<b>3. Store Location and Layout</b>					
<b>III</b>	<b>CO3[K2]</b>	3.1	Introduction,	T1, T2, R1	1
		3.2	Target Market and Retail Format	T1, T2, R1	1
		3.3	Gauging Growth Opportunities	T1, T2, R1	1
		3.4	Building a Sustainable Competitive Advantage,	T1, T2, R1	1
		3.5	The Strategic Retail Planning Process,	T1, T2, R1	1
		3.6	Layout Differentiation Strategies	T1, T2, R1	1
		3.7	Positioning Decisions	T1, T2, R1	1
		3.8	Retail Pricing- Introduction, Establishing Pricing Policies,	T1, T2, R1	1
		3.9	Factors Influencing Pricing, Pricing Strategies, Psychological pricing, Mark- up and Mark-down Pricing	T1, T2, R1	1
		Content beyond Syllabus (if needed)		3.10	Relevant case studies to be discussed
<b>Total</b>					<b>11</b>

Chalk & Talk,  
PPT  
Tutorial Active  
Learning & Cas  
Study



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## 4. Customer Relationship Management in Retailing

IV	CO4[K3]	4.1	Introduction, & Benefits of Relationship Marketing.	T1, T2, R3	1	Chalk & Talk, PPT Tutorial Active Learning & Case Study
		4.2	Management of Relationship, Principles of CRM	T1, T2, R3	1	
		4.3	Customer Relationship Management Strategies	T1, T2, R3	1	
		4.4	Components of CRM	T1, T2, R3	1	
		4.5	Customer Service in Retailing, CRM and Loyalty Program	T1, T2, R3	1	
		4.6	Understanding Integrated Marketing Communication	T1, T2, R3	1	
		4.7	Integrated marketing process, Tools of IMC.	T1, T2, R3	1	
		4.8	Upcoming tools of IMC.	T1, T2, R3	1	
		4.9	Factors influencing the Increased use of sales promotion	T1, T2, R3	1	
		Content beyond Syllabus (if needed)	4.10	Current Trends in CRM/Relevant case studies to be discussed	T1, T2, R3	
<b>Total</b>				<b>11</b>		

## 5. International Retailing

V	CO5[K5]	5.1	Introduction	T1, T2, R3	1	Chalk & Talk, PPT Tutorial Active Learning & Case Study
		5.2	Stages in Retail Global	T1, T2, R3	1	
		5.3	Evolution of Global	T1, T2, R3	1	
		5.4	Reasons for Going Global	T1, T2, R3	1	
		5.5	Benefits of Going Global	T1, T2, R3	1	
		5.6	Other Opportunities	T1, T2, R3	1	
		5.7	Other Benefits of Going Global	T1, T2, R3	1	
		5.8	Market Entry methods	T1, T2, R3	1	
		5.9	Global Market Entry methods	T1, T2, R3	1	



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Content beyond Syllabus (if needed)	5.10	Relevant case studies to be discussed	T1, T2, R3	2
			<b>Total</b>	<b>11</b>
				<b>54</b>

**Text Books:**

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
1	Sheikh and Kaneez Fatima, "Retail Management", Himalaya Publishing House, Mumbai, 2012
2	A.J. Lamba, "The Art of Retailing", Tata McGraw Hill Education Pvt. Ltd. N. Delhi, 2011
3	Sivakumar, A., "Retail Marketing", Excel Books, New Delhi, 2007
4	SwapnaPradhan, "Retailmanagement", TataMcGrawHillEducationPvt. Ltd. New Delhi, 2012

**Reference Books:**

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
1	Srivastava, RM., "Management of Indian Financial Institutions", Himalaya Publishing House, Mumbai, 2005
2	Avadhani V A., "Investments and Securities Markets in India", Himalaya Publishing House, Mumbai, 2004
3	Khan M Y., "Indian Financial System", Tata Mc Graw Hill, New Delhi, 2004

**Web Details**

1	<a href="https://www.google.com/search?q=retail+management&amp;rlz=1C1CHBD_enIN918IN918&amp;oq=retail+ma&amp;aqs=chrome.0.0i433j69i57j0i433j0i4j0i457j0i2.5813j0j15&amp;sourceid=chrome&amp;ie=UTF-8">https://www.google.com/search?q=retail+management&amp;rlz=1C1CHBD_enIN918IN918&amp;oq=retail+ma&amp;aqs=chrome.0.0i433j69i57j0i433j0i4j0i457j0i2.5813j0j15&amp;sourceid=chrome&amp;ie=UTF-8</a>
2	<a href="https://quizizz.com/admin/quiz/5bc4b2e7ccefb001a8bad79/retail-marketing-chapter-11">https://quizizz.com/admin/quiz/5bc4b2e7ccefb001a8bad79/retail-marketing-chapter-11</a>

	Name	Signature with Date
i. Faculty	Ms. Ch. Pavani	
ii. Course Coordinator	Ms. M. Prashanthi	
iii. Module Coordinator	Ms. OVAM Sridevi	
iv. Programme Coordinator	Dr. G. Grace	

Principal