

**BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA
ROURKELA**



Curriculum and Syllabus

**MBA (Retail Management)
for the Admission Batch 2021-22**


Director, Curriculum Development
Biju Patnaik University of Technology, Odisha
Rourkela

Scheme Of Credit Distribution
(As per the regular MBA syllabus of BPUT)

1. First-Year:

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| i. | 1st Semester 9 papers of 3 credits each = | 27 credits |
| ii. | 2nd Semester 9 papers of 3 credits each = | 27 credits |

2. Second Year

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| i. | 3rd Semester Specialization- 8 papers = | 24 credits |
| ii. | 4th semester Specialization – 6 papers = | 18 credits |

3. Internship during vacation after 2nd Semester = 4 credits

4. Seminar Presentation on any one elective in 4th Semester = 2 Credits

TOTAL = 102 credits


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FIRST YEAR**1st SEMESTER**

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA101	Managerial Economics	3-0-0	3	100	50
2.	18MBA102	Marketing Management	3-0-0	3	100	50
3.	18MBA103	Organizational Behaviour	3-0-0	3	100	50
4.	18MBA104	Management Principles	3-0-0	3	100	50
5.	18MBA105	Decision Science	3-0-0	3	100	50
6.	18MBA106	Business Communication	3-0-0	3	100	50
7.	18MBA107	Financial Accounting and Analysis	3-0-0	3	100	50
8.	18MBA108	Business Law	3-0-0	3	100	50
9.	18MBA109	Business Environment & Ethics	3-0-0	3	100	50
		TOTAL		27	900	450

2nd SEMESTER

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA201	Corporate Finance	3-0-0	3	100	50
2.	18MBA202	Indian Financial Systems and Services	3-0-0	3	100	50
3.	18MBA203	Human Resources Management	3-0-0	3	100	50
4.	18MBA204	Business Research	3-0-0	3	100	50
5.	18MBA205	Operations Management	3-0-0	3	100	50
6.	18MBA206	International Business	3-0-0	3	100	50
7.	18MBA207	Fundamentals of IT & ERP	3-0-0	3	100	50
8.	18MBA208	Corporate Strategy	3-0-0	3	100	50
9.	18MBA209	Entrepreneurship Development	3-0-0	3	100	50
		TOTAL		27	900	450

NOTE : Internship Training in the Retail industry during vacation.

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SECOND YEAR**3rd SEMESTER**

Sl No	Sub. Code	Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	21MBA301J	Retail Marketing Management	3-0-0	3	100	50
2.	21MBA302J	Retail Integrated Communications	3-0-0	3	100	50
3.	21MBA303J	Visual Merchandising	3-0-0	3	100	50
4.	21MBA304J	Inventory & Logistic Management	3-0-0	3	100	50
		TOTAL		12	800	400

4th SEMESTER

Sl No	Sub. Code	Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	21MBA401J	Retail Store Operation	3-0-0	3	100	50
2.	21MBA402J	Customer Relationship Management	3-0-0	3	100	50
3.	21MBA403J	Rural Retailing	3-0-0	3	100	50
		TOTAL		9	600	300

Compulsory Subjects:

S.L. No	Semester	Sub. Code	Name of Subject	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA305	Internship *	0-0-2	4		100
2.	4th	18MBA404	Seminar Presentation *	0-0-1	2		100

* The assessment may be carried out weekly at the college end.

(Signature)
 Director, Curriculum Development
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3 rd semester	21MBA301J	Retail Marketing Management	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

- The objective of this course is to familiarize the students with retail management concepts
- and operations To enhance student's capability to identify and analyze business environment and its opportunities and limitations, to set appropriate goals and to design the strategies to achieve those goals within the current situations

Module □ I:

The basic concept of retailing, retail development, types of retailers, multi-channel retailing, organized retailing in India, services retailing, Retailing – Role, Relevance, and Trends, Retail organization, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy: market strategy – retail format and target market – building sustainable competitive advantage, growth strategies, strategic retail planning process, Technology in Retail.

Module □ II:


Retail location, types, location opportunities, selection of location and site: financial strategy, strategic profit model, setting and measuring performance objectives, Merchandise Planning, Managing Assortments, Store Management, Layout, Design, Space Management, Visual Merchandising, Retail Aesthetics, Retail Atmospherics, Retail Equity.

Module □ III:

Retail Communication Mix, Selection of promotion mix, Retail sales promotion, Retail Pricing: Price Setting, Pricing Strategies, GMROI, category management, international retailing. Managing Retail Brands, Branding strategies in retail, brand equity, Retail brand extension, and Creating brand value, Point Of Purchase Communication: Significance of POP communication, POP display materials - leaflets, special fittings, Demonstrators, etc

Books :

- Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, Mc Graw Hill
- Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
- Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson
- Retail Management ,Suja Nair, Himalaya Publishing Home


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3 rd semester	21MBA302J	Retail Integrated Communication	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

To develop an understanding of the need, importance and strategies in retail Communications.

Module I:

Importance of retail communication- Communications for customers – communications for retail professionals. The communications model – elements of marketing communications- I M C-communication budget.

Customer communications – advertising, personal selling, sales promotion, publicity and public relations, events, and experience, direct marketing – media planning, message development- communication program planning, execution, and evaluation.

Module II:

Advertising: Creative strategy and copywriting – Copywriting pyramid – Different types of appeals – copy layout. Direct response advertising – Catalogues, direct mail Telemarketing, Internet advertising – International advertising – Media planning – Media mix decisions – Developing media strategy- popular media vehicles used in the Retail sector –Law and Regulations.

Module III:

Sales promotion: The scope and role of sales promotion - Consumer-Oriented sales promotion Techniques -Coordinating sales promotion with other tools of market promotion. Major Decisions in Sales Promotion - Establishing objectives -Selecting consumer - Promotion Tools - Developing the program -Pre-testing the program - Implementing & Controlling the program -Evaluating Results

Communication to retail professionals – communication forms, communication challenges for retail salespersons. Communication in customer interactions – effective listening, team communication, nonverbal communication in sales.

Books:

- M. Ashraf Rizvi and Ramneek Kapoor, Communication for Retail Professionals, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
- William Wills, John Brunet and Sandra Mariarty : Advertising Principles and practice, 5th edition, Pearson , New Delhi.
- S.A. Chunnawala, Advertising Sales and Promotion Management, Himalaya Publishers, Mumbai.
- Kazim SHH., & Satish K.Batra, Advertising and Sales Promotion, Excel Books


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3 rd semester	21MBA303J	Visual Merchandising	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

To develop an understanding of the concepts, issues and strategies in visual merchandising

Module: I

Evolution, significance and basics of visual merchandising; retail store site and design, image mix- display elements.

Module: II

Store exterior and interiors- AIDCS. Design and colour blocking, signage and understanding materials. Visual merchandising and planning-Store planning and fixtures, Circulation plan, planograms.

Module: III

Merchandise presentation: window displays; hands-on visual merchandising visual merchandise tool kit- quality and process in visual merchandising.

Experiential retailing-The Role of Visual merchandiser- visual merchandising in India.

Books:

- Swati Bhalla and Anuraag S., Visual merchandising, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
- Martin M Pegler, Visual merchandising and Display, Fashion Books. Amazon.com
- Tony Morgan, Visual Merchandising: Window and In-store Displays for Retail, Laurence king Publishers
- Hearst Books, Visual Merchandising, St. Publications.

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3 rd semester	21MBA304J	Inventory & Logistic Management	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

- To understand the principles of logistics management
- To understand the logistics role in the economy and the organization

Module-I

Introduction to Inventory Management – Its types and functionality, Selective Inventory Control, Inventory Costs and Inventory Replenishment, Production, Planning, Control and Forecasting, Materials Requirement Planning and Spare Parts Inventory, Stores Management, Accounting for Inventory and JIT (Just – In – Time).

Module-II

Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries.

Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third-party and fourth-party logistics - Reverse Logistics - Global Logistics.

Module-III

Modelling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service – Supply Chain Relationships

Books:

- Bower sox. Supply Chain Logistics Management: Mc Graw Hill.
- Bowersox,. Logistical Management: Mc-Graw Hill,
- Reguram G, Rangaraj N. Logistics and Supply Chain Management Cases and Concepts: Macmillan India Ltd., New Delhi.
- Sahay B. S. Supply Chain Management for Global Competitiveness: Macmillan India Ltd., New Delhi.
- Production & Operations Management, Prof. Mahadeven ,IIM Bangalore
- Achieving effective inventory management by John Schreibfeder

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4 th semester	21MBA401J	Retail Marketing Management	L-T-P 3-0-0	3 credits	35 Hours
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Objectives: To make students learn and understand the roles and responsibilities of a Store Manager which include:

Module-I

Introduction: An Overview of retail operations, Stores organisation, Selection of right Location, Different layout & designs.

Pre-Store opening: Role of operations in opening a store, Filling the store with merchandise, Concept of Distribution centre, various activities at the distribution centres. Store opening and closing: Store opening and closing process, Material identification system, Receiving and inspection, storage system, Preservation of materials in the storage.

Module-II

Retail Arithmetic: Quantitative terms related with a retail store and its calculation.

Stock management: Relevance of stock management to retail operations, Various types of stock checks, Taking care of quality inside a store.

Module-III

The store audit: Store appearance, presentation, stock, cleanliness, HR in operations, Store finance and controls: stock valuating, stock verification, Accounts receivable, cash management, budgeting, Day to Day cash management, Loss prevention and shrinkage control: Importance of security measures, Methods & ways to reduce shrinkage, reasons for shrinkage, Scrap and surplus management, The customer service desk, Exchange of defective products, Loyalty Programs for a store. Different fixtures available for a retail store, Contemporary issues in store management.

Books:

- Berman B. Evans J. R., Retail Management, 9th Edition, Pearson Education
- Berman, Barry. Evans, Joel R. Mahaffey Tom, Retail Management: A Strategic Approach, Pearson Education
- Iyer, B. Sriram, Retail Store Operations, Tata Mc Graw Hill
- Levy I. M. and Weitz B.A., Retailing Management, 5th ed. Tata McGraw Hill
- Menon, K. S., Stores Management, 2nd Ed. Macmillan India

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4 th semester	21MBA402J	Retail Marketing Management	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

- To be aware of the nuances of customer relationship.
- To analyse the CRM link with the other aspects of marketing.
- To impart the basic knowledge of the Role of CRM in increasing the sales of the company.
- To make the students aware of the different CRM models in service industry.
- To make the students aware and analyse the different issues in CRM.

Module I:

Concept of Customer Relationship Management: Evolution and benefits of CRM, Framework - Strategic Imperative-Adoption and implementation of CRM- The CRM Roadmap- Customer Centric, Marketing, and Internal Marketing; Operational issues in implementing CRM-Process view, Attraction vs Retention; Conceptual Foundations-Evolution and Benefits of CRM; Building Customer Relationship-Zero Customer Defection, CRM Framework.

Module II:

The architecture of CRM: Fundamental components of CRM- Operational, Analytical and Collaborative, SFA, EMA, CSS, Technical considerations, E CRM.

Implementation of CRM: Components of CRM Solution, Campaign Management, Sales Force Automation, Customer Service & Support, CSS Capabilities, CRM Implementation Roadmap, Customer centric Organizational structure, Internal Marketing, Decisions related to CRM implementation, Loyalty Programs, Reward Programs, CRM Programs, Role of Employees, Challenges of CRM Implementation

Module-III

Economics of Customer Relationship Management: Market Share vs Customer Share orientation, CLV and its calculation, Markov Analysis, Analytics in CRM, Activity based Costing, Customer profitability
CRM Applications- Characteristics of Services, Service Quality Dimensions, Service Quality, Satisfaction and Loyalty, Customer Defections, Service Recovery, CRM in Healthcare, Hospitality, Banks and Airline, CRM in business markets, Key account Management

Books:

- Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH..
- Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases",PHI.
- Ken Burnett, the Handbook of Key "Customer Relationship Management", Pearson Education.

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4 th semester	21MBA403J	Rural Retailing	L-T-P 3-0-0	3 credits	35 Hours
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Course Objectives:

- To know the emerging trends of rural marketing.
- To understand the profile of rural consumers.
- To realize the trends in rural marketing.

Module -1

Evolution of Rural Marketing in India, Definition- Nature –Scope- Characteristics and potentials of Rural Marketing - Importance of Rural Marketing- Socio-Cultural-economic & other environmental factors affecting Rural Marketing-A comparative Analysis of Rural Vs Urban Marketing- Size & Structure of Rural Marketing – Emerging Challenges and Opportunities in Rural Marketing.

Meaning of rural retailing, the role of rural retailing in India, Indian rural retail scenario, characteristics of retail for rural markets, challenges to retail industry pharma rural perspective

Module-II

Rural Markets & Decisions: Profile of Rural Marketing, Consumer Profile rural Market Equilibrium-Classification Of Rural Marketing, Regulated And Non-Regulated. Marketing Mix- Segmentation, Targeting, Position. Rural Marketing Strategies. Role Of Central, State Government and Other Institutions In Rural Marketing. Product & Distribution: Product / Service Classification In Rural Marketing, New Product Development, Brand Management In Rural Marketing. Rural Distribution Channel Management-Managing Physical Distribution in Rural Marketing

Module-III

Rural Consumer Behaviour: Consumer Behaviour Model In Rural Marketing, rural Marketing Research-Retail & IT Models In Rural Marketing-CSR And Marketing Ethics In Rural Marketing- Source Of Financing And Credit Agencies. Advertising & Media Role in Rural Marketing.

Books:

- Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
- Rural Marketing: Indian Perspective By Awadhesh Kumar Singh Satyaprakash Pandey New age publishers
- Dogra Balram and Karminder Ghuman, Rural Marketing: Concepts and Practices (Paperback), Tata McGraw-Hill Publishing Company Ltd.

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