

Amrita School of Business

Retail Management

Coimbatore, Term V 2016

Instructor: Gopakumar V.

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Faculty Contact hours: 4.30 pm to 5.30 pm on all working days, at Visiting Faculty Cabin S13

Classroom: CR-3

Course Description:

All of you have had some exposure to the Retail Industry consumers or influencers or even curious bystanders. Retail as an industry in India has been characterized by rapid changes in its formats and practice in the last decade or so.

In this course, the perspective shifts to that of the decision maker. You will learn about the decisions that Retailers make, the logic & considerations and tools & frameworks that assist in making those decisions effectively.

To be successful in this environment, it is essential to appreciate the unique features of the Retail Sector and understand the factors that influence successful Retail Management.

This course is designed to help the student to understand, synthesize and critically evaluate the main decision variables and key change drivers in the Retail Industry, with an emphasis on the Indian scenario.

This course provides the students with an opportunity to understand the concepts, modern practices and applications that are being implemented in Retailing with a focus on e-retail. It will also look into career opportunities in the industry to help those who intend to work in Retailing.

Lectures, class discussions, written assignments, games, role-plays, news & article review, tests and students' presentations on course topics, case studies and project form the course pedagogy. Sessions by alumni and industry experts (in-person or skype) are being planned to expose the students to the practitioner's view.

'**Project**' is an important constituent of the course. It exposes the students to the market situation, helps them to imbibe the principles and practices of retailing decision-making and to develop the spirit of teamwork. The students are required to form teams of **maximum four members** to study in detail, analyse and evaluate the marketing and operational strategies of a retail firm of choice, by gaining primary and secondary information from the respective retail firm. Each group is required to present relevant part of their project as the course progresses in the class, and submit the final report at the end of the course.

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Evaluation Criteria

Presentations & Project:	30%
Quizzes, Class Participation:	20%
Mid-term examination:	20%
End-term examination:	30%

Books for reference:

- Retail Management by Levy, Weitz and Pandit. Publisher: Mcgraw Hill Education; Edition: 8th Edition, 2012 or later.
- Retail Management: Text and Cases by Swapna Pradhan
- Retail Management: Functions and Principles by Gibson Vedamani
- "Why We Buy" - Paco Underhill
- "The Everything Store: Jeff Bezos and the Age of Amazon" - Brad Stone
- "Category Killers : The Retail Revolution and Its Impact on Consumer Culture" – Robert Spector
- "Call Of The Mall" – Paco Underhill

Various articles on "Retailing" appearing in Business/Financial press.

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Session	Topic	Exercise
1	Introduction to Retailing, Types of Retailers	
2	Indian scenario- opportunities & constraints; Impact of changes on retail decision making	
3	Discussion on retail successes and failures	
4		Group presentations on the chosen retailers
5	Evolution of Retail Formats- advantages & limitations	
6	Theories of Retail development; Wheel of retailing	
7	Retail Strategy- Indian illustrations, emerging scenario	
8		Group Presentation on 'strategy' of the retailers
9	Customer buying behavior inside a store – Why People Buy?	Video Presentation
10	Importance of In-store communication	
11	Store Design, Planning & Layout	Game/ Simulation
12	Visual Merchandising and Displays	
13-14		Group presentations on Design & VM
15	Retail Merchandising, Stock Planning & Management	
16	Supply Chain Management for Retailers	
17	Retailing Communication Mix, Ethics in Retailing	Game/ Role play
18	E-retail – over view and impact	
19	Retail Pricing, Information Systems	
20	Discussion on the field visit	PechaKucha / Ignite - format
21	Strategic Planning for Store opening, Roll outs and Expansion	
22	Store Management – HR, Operations, Finance; CRM as a strategic Tool; Customer Service Management	
23	Careers in Retailing	Alumni Interaction
24-25	Wrap-up	Final Presentations

The course schedule/session plan may be modified to increase the quality of content & learning and accommodate new developments in retailing in India through the involvement of Guest Faculty. More cases and articles would be added up.