

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



Curriculum and syllabus

**MBA (Retail Management)
For the admission batch 2021-22**

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

1. First Year:

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

2. Second Year:

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|-----|--|---------------------|------------|------------|
| i. | 3 rd Semester | Specialization - I | 4 papers = | 12 credits |
| | | Specialization - II | 4 papers = | 12 credits |
| ii. | 4 th semester | Specialization - I | 3 papers = | 9 credits |
| | | Specialization - II | 3 papers = | 9 credits |
| 3. | Internship during vacation after 2 nd Semester = | | | 4 credits |
| 4. | Seminar Presentation on any one elective in 4 th Semester = | | | 2 Credits |

TOTAL = 102 credits

Note:

Students those who have taken admission in MBA in “Retail Management”, must have to take “Retail Management”, as one of the specializations and another specialization from the remaining groups.

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.

SECOND YEAR

| J) FUNCTIONAL AREA: RETAIL MANAGEMENT | | | | | | | |
|--|-----------------|------------------|----------------------------------|--------------|---------------|-------------------------|----------------------------|
| Sl. No. | Semester | Sub. Code | Elective Papers | L-T-P | Credit | University Marks | Internal Evaluation |
| 1 | 3rd | 21MBA301J | Retail Marketing Management | 3-0-0 | 3 | 100 | 50 |
| 2 | 3rd | 21MBA302J | Retail Integrated Communications | 3-0-0 | 3 | 100 | 50 |
| 3 | 3rd | 21MBA303J | Visual Merchandising | 3-0-0 | 3 | 100 | 50 |
| 4 | 3rd | 21MBA304J | Inventory & Logistic Management | 3-0-0 | 3 | 100 | 50 |
| 5 | 4th | 21MBA401J | Retail Store Operation | 3-0-0 | 3 | 100 | 50 |
| 6 | 4th | 21MBA402J | Customer Relationship Management | 3-0-0 | 3 | 100 | 50 |
| 7 | 4th | 21MBA403J | Rural Retailing | 3-0-0 | 3 | 100 | 50 |
| | | | TOTAL | | 21 | 700 | 350 |

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.

SECOND YEAR

| | | | | | |
|--------------------------|-----------|-----------------------------|-------|-----------|----------|
| 3 rd semester | 21MBA301J | Retail Marketing Management | L-T-P | 3 credits | 35 Hours |
| | | | 3-0-0 | | |

Course Objective:

- The objective of this course is to familiarize the students with retail management concepts and operations.
- To enhance the capability of the student and to analyse the 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 credits | 35 Hours |
| | | | 3-0-0 | | |

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, IMC, 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, 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.
- William Wills, John brunet and Sandra Mariarty: Advertising Principles and practice, Pearson.
- S.A. Chunnawala, Advertising Sales and Promotion Management, Himalaya Publishers.
- 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 credits | 35 Hours |
| | | | 3-0-0 | | |

Course Objective:

- Students will be able to assess the marketplace in terms of the contemporary trends of visual merchandising in a typical retail store environment.
- Students will be able to develop a strategy for the styling and visual merchandising in a store for a wide variety of products categories like apparel, electronics, grocery, food, home care etc.
- Students will be able to maximize the impact of any retail display space.

Module: I

Retailing: Definition, Evolution and Formats, Relating Retail with Customer Profile, The Indian Retail Industry. Visual merchandising: Evolution, Significance, and basics of visual merchandising; Definition and Functions. Understanding Retail in India. Retail Store: Site and Design, Image Mix: The top six display elements. Store exterior and interiors, AIDCS.

Module: II

Store planning and fixtures: The Purpose of Planning Fixtures, Types of Fixtures. Circulation Plan and Types of Circulation Plans, Meaning and Purpose of a Planogram, Benefits of a Planogram, Implementation and Maintenance of a Planogram. Display Basics, Design Basics, Principles of Design, Colour Blocking: People Buy Colours, Signage. Understanding Materials.

Module: III

Merchandise presentation: Meaning of Merchandise Presentation, Principles of Merchandise Presentation, Categories in Merchandise Presentation, Dominance Factor in Merchandise Presentation, Cross Merchandising. Window Display: Meaning and Scope, Vis-à-vis Merchandise, Types of Setting, Promotional Display Vs. Institutional Display, Window Display—Construction. Styling, Display Calendar, Sales Tracking, Handling the Mannequin, Props, Lighting, Organising an In-store Event, VM 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.
- Tony Morgan, Visual Merchandising: Window and In-store Displays for Retail, Laurence king Publishers
- Barry Berman & Joel R Evans. Retail Management: A Strategic Approach, Pearson.
- Levy, Michale & Barton A. Weitz. Retailing Management. Tata Mc Graw Hill.
- Pradhan Swapana. Retailing Management. Tata Mc Graw Hill.

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

Course Objective:

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

Module-I

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

Module-II

Logistics management: Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications: HR, Marketing, Operations, Finance, IT. Logistics Organizations, Logistics in different industries.

Logistics Activities: Functions, Objectives, Solutions. Customer Service, Warehousing and Material Storage, Material Handling, Order processing, Information handling, Procurement and Transportation, Packaging. Third-party and fourth-party logistics, Reverse Logistics, Global Logistics.

Module-III

Logistics system modelling, Simulation of logistics systems, Dimensions of Logistics & SCM, The Macro perspective of logistics, The macro dimension, Logistics system analysis strategy, Logistical Operations Integration, Customer service, Supply Chain Relationships in Logistics.

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 Banglore Achieving effective inventory management by John Schreibfeder

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|--------------------------|-----------|------------------------|-------|-----------|----------|
| 4 th semester | 21MBA401J | Retail Store Operation | L-T-P | 3 credits | 35 Hours |
| | | | 3-0-0 | | |

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, Store organisation, Selection of right Location, Different layout designs of retail store.

Pre-Store opening: Role of operations in opening a store, Filling the store with merchandise, Concept of Distribution centre, Various activities of the distribution centre. 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, Concepts of quality in store operations. Quality management in Retail store.

Module-III

The Store audit: Store appearance, presentation, stock, cleanliness, HR in store operations, Store finance and controls: Stock evaluation, stock verification, Accounts receivable, Cash management, Budgeting, Day to day cash management, Loss prevention and shrinkage control: Importance of security measures, Reasons for shrinkage, Methods to reduce 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 | Customer Relationship Management | L-T-P | 3 credits | 35 Hours |
| | | | 3-0-0 | | |

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:

Customer Relationship Management: Concepts, Evolution, and benefits of CRM, Framework of CRM: 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.

Module II:

The architecture of CRM: Fundamental components of CRM, Operational architecture, Analytical and Collaborative architecture, 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 CRM: 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, A. 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 credits | 35 Hours |
| | | | 3-0-0 | | |

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.

Rural retailing: Meaning, Role of rural retailing in India, Indian rural retail scenario, Characteristics of retailing for rural markets, Challenges to retail industry in 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, Positioning in Rural marketing.

Rural Marketing Strategies: Role of Central Government, State Government and Other Institutions in Rural Marketing. Product & Distribution strategy for Rural market, 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 Ethics In Rural Marketing, Source of Financing and Credit Agencies. Advertising & Media Role in Rural Marketing.

Books:

- Rural Marketing – C G Krishnamacharyulu, L. Ramakrishnan, Pearson Education
- Rural Marketing: Indian Perspective by A. K. Singh and S. Pandey, New age publishers.
- D. Balram and K. Ghuman, Rural Marketing: Concepts and Practices, Tata McGraw-Hill.