

#### SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

## RAMAPURAM, CHENNAI – 89

#### COLLEGE OF MANAGEMENT

#### MASTERS IN BUSINESS ADMINISTRATION

#### Vision

To be a Globally Renowned B-School that imparts enterprising knowledge & skills that best serves the stakeholders and mankind.

#### Mission

| Mission statement - 1 | Promote Excellence in Business Education and Skill Development                         |
|-----------------------|--|
| Mission statement - 2 | Nurture Entrepreneurship, Human Values, Social Responsibilities and Global Citizenship |
| Mission statement - 3 | Enrich the Creativity, Research and Innovation in all Activities                       |
| Mission statement - 4 | Collaborate to foster Personal and Institutional Leadership Effectiveness              |

## Programme Educational Objectives (PEO)

| PEO - 1 | Graduates will be business leaders and managers with leadership and problem-solving skills for global business.  |
|---------|--|
| PEO - 2 | Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.   |
| PEO - 3 | Graduates will have innovation skills and drive the businesses through multifaceted skills.  |
| PEO - 4 | Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices. |

## Mapping Mission of the department to the Programme Educational Objectives

|         | Mission Statement - 1 | Mission Statement - 2 | Mission Statement - 3 | Mission Statement - 4 |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|
| PEO - 1 | Н                     | М                     | Н                     | Н                     |
| PEO - 2 | M                     | Н                     | Н                     | L                     |
| PEO - 3 | Н                     | M                     | M                     | Μ                     |
| PEO - 4 | Н                     | L                     | Μ                     | Μ                     |

H – High Correlation, M – Medium Correlation, L – Low Correlation

## Programme Learning Outcomes (PLO)

| PLO - 1 | Apply knowledge of management theories and practices to solve business problems.  |
|---------|---|
| PLO - 2 | Foster Analytical and critical thinking abilities for data-based decision making. |

| Γ | PLO - 3 | Ability to develop Value based Leadership ability.  |
|---|---------|---|
| Ī | PLO - 4 | Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.                          |
| Ī | PLO - 5 | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. |

Mapping of Programme Educational Objectives to Programme Learning outcomes & PSO

|         | PLO -1 | PLO - 2 | PLO - 3             | PLO- 4 | PLO - 5 |
|---------|--------|---------|---------------------|--------|---------|
|         |        |         | Graduate Attributes |        |         |
| PEO - 1 | Н      | Н       | Н                   | М      | Н       |
| PEO - 2 | L      | L       | L                   | L      | M       |
| PEO - 3 | Н      | Н       | Н                   | М      | L       |
| PEO - 4 | Н      | М       | L                   | Н      | Н       |

# H – High Correlation, M – Medium Correlation, L – Low Correlation

| Course code                | MB20MM03                                     | Course<br>Name | RETAIL MANA | AGEME | MENT Course category E |                    | L   | T<br>O | P 2      | C |   |    |
|----------------------------|--|----------------|-------------|-------|------------------------|--------------------|-----|--------|----------|---|---|----|
|                            |  |                |             |       | I                      |                    |     |        | <u> </u> |   | 2 | -7 |
| Pre-requisites<br>courses  | MARKETING MANAGEMENT Co - Requisites courses |                | NIL         |       | P                      | rogressive courses |     |        | NIL      |   |   |    |
| Course offering department |  |                | MBA         |       | Data book / Co         | odes / Standa      | rds |        | NIL      |   |   |    |

| <b>C</b> οι | urse learning Rational (CLR) :   | The purpose of learning this course to   |                  | Learnin           | g            | Program lea<br>PLO  | rning outco                         | ome                   |
|-------------|--|--|------------------|-------------------|--------------|---|-------------------------------------|-----------------------|
|             |  | ·  | 1                | 2                 | 3            |   |                                     |                       |
| CLR<br>-1:  |  | ts, strategies, and problems through tics, function, classification, evolution retail.   |                  |                   |              | PLO - 1   | PLO - 2                             | PLO<br>3              |
| CLR<br>-2:  |  | to set up the new retail business on red, sale ownership, retail mix and   |                  | (%)               | (%)          | heories<br>blems.   | iinking<br>making.                  | Leadership            |
| CLR<br>-3:  | _  | istribution activities engaged by retail<br>cof supply chain management through<br>nd trading area analysis.   | evel (1- 6       | Proficiency (%)   | attainment   | of management theorie<br>solve business problems                                    | critical thinking<br>decision makin | ased Lead             |
| CLR<br>-4:  | analysing performance and pl<br>stores and cost associated with<br>managerial, ethical, legal issu | ise buying system, budget plan,<br>an and allocation of merchandise<br>:h global sourcing of decision in<br>es also to understand key retail<br>ce and philosophies through supply | Bloom's level (1 | Expected Province | Expected att | Apply knowledge of management theories<br>and practices to solve business problems. | Analytical and<br>for data-based    | o develop Value based |
| CLR<br>-5:  | retailing and technology in re   | ber retailing by understanding the E-<br>tail through internet, buying decision<br>t process, concept of merchandise   |                  |                   |              | Apply ki<br>and pre   | Foster<br>abilities                 | Ability to            |

| PLO - 1   | PLO - 2   | PLO -<br>3   | PLO - 4  | PLO - 5   | PSO -<br>1 | PSO -2 |
|---|---|--|--|---|------------|--------|
| Apply knowledge of management theories<br>and practices to solve business problems. | Foster Analytical and critical thinking abilities for data-based decision making. | Ability to develop Value based Leadership<br>ability | Ability to understand, analyze and<br>communicate global, economic, legal, and<br>ethical aspects of business. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. |            |        |

|            | pricing that affect organization retailing.   | al structure and forms in HRM in   |   |    |    |               |        |        |        |        |  |
|------------|---|--|---|----|----|---------------|--------|--------|--------|--------|--|
|            | Course outcomes (CO) :  | At the end of the course, learners will be able  |   |    |    |               |        |        |        |        |  |
| CLO<br>-1: | Recognize the retailing concepts, strategies, and problems through definition,<br>scope, characteristics, function, classification, evolution and emerging trends   |  |   | 75 | 80 | н             | м      | L      | М      | н      |  |
| CLO<br>-2: | , 1, 6,6  |  |   | 70 | 80 | н             | Н      | L      | М      | н      |  |
| CLO<br>-3: | ÷   | stribution activities engaged by retail<br>of supply chain management through targeted<br>; area analysis. | 4 | 75 | 80 | н             | Н      | м      | М      | н      |  |
| CLO        | Evaluate the retail / merchandise buying system, budget plan, analysing performance and plan and allocation of merchandise stores and cost associated with global sourcing of decision in managerial, ethical, legal issues |  |   |    |    |               |        |        |        |        |  |
| -4:        | and technology in retail throug   | er retailing by understanding the E-retailing<br>gh internet, buying decision factors, category            | 5 | 75 | 80 | <u>н</u><br>н | H<br>H | M<br>L | H<br>M | H<br>M |  |
| CLO<br>-5: | organizational structure and for  | t of merchandise pricing that affect<br>prms in HRM in retailing.  | 5 | 70 | 80 |               |        |        |        |        |  |

| Durat        | tion (Hour) | Learning Module / Unit 1  | Learning Module / Unit 2  | Learning Module / Unit 3   | Learning Module / Unit 4                                      | Learning Module / Unit 5   |
|--------------|-------------|---|---|--|---|--|
|              |             | 8   | 8   | 8  | 8   | 8  |
|              | SLO - 1     | SLO - 1 Introduction - Definition - scope - Delivering value through formats   SLO - 2 Characteristics – Evolution Store Based Retail Formats |   | Deciding Location: Store Location<br>– Introduction – Importance – | Retail Buying/Merchandise Buying<br>Systems                   | E–retailing and Technology in<br>Retailing– Retailing through<br>Internet                    |
| S -1         | SLO- 2      |   |   | Target and Store Location  | Buying System for Staple and<br>Fashion Merchandise           | Factors Affecting Internet Buying<br>Decisions – Traditional Retailing Vs<br>Cyber Retailing |
|              | SLO - 1     | Functions   | Retail Sale by Ownership - On the<br>Basis of Merchandise Offered | Selection of Loyalty – Site<br>Analysis                            | Merchandise Budget Plan                                       | In Store Technologies, Electronic retailing,   |
| S -2         | SLO- 2      | The retailing process   | Food Based Retailer   | Trading Area Analysis  | Evaluation of Merchandise Budget<br>Plan - Open–To–Buy System | Technology. Activity:- Quiz<br>method on technology & e-<br>retailing                        |
|              | SLO - 1     | Managing a retail store / chain   | Retail Sale by Ownership – On the<br>Basis of Merchandise Offered | Demand Density – Supply Density                                    | Allocation of Merchandise to Stores                           | Human Interface, Challenges etc.–:<br>Objectives in HRM in Retailing                         |
| S -3         | SLO- 2      | Classification of retail formats  | General Merchandise Retailers                                     | Site Availability  | Analyzing Merchandise Performance                             | Functions - Job Analysis Process   |
| S -4 SLO - 1 |             | Private label brands or store<br>brands   | Non–Store Based (Traditional)                                     | Common Errors – Recent Trends<br>in Store Location                 | Global Sourcing Decisions                                     | Creating Organizational Structure<br>– Forms of Organization                                 |

| 1    | 1       |  |  |                                     |   |   |
|------|---------|--|--|-------------------------------------|---|---|
|      |         | Activity: Case studies on                                  |  | Activity: Group Discussion on       |   |   |
|      | SLO- 2  | private brands or store brands                             | Retail Mix                                     | recent trends in store location     | Costs Associated with Global Souring                          | Setting Up a Retail Organization                                    |
|      |         |  |  |                                     |   |   |
|      |         |  |  |                                     | Managerial Issues – Ethical and Legal                         | Category Management: Definition                                     |
|      | SLO - 1 | Retail industry in India                                   | Non– Traditional Selling                       | Supply Chain Management             | issues –  | – Significance –  |
|      |         |  |  |                                     | Counterfeit Merchandise. – Activity:                          | Essentials/Prerequisite of Category                                 |
|      |         |  | Activity: case study on non-store              |                                     | Group Discussion on Merchandise in                            | Management – Category   |
| S -5 | SLO- 2  | Principles   | based retail & store based retail.             | The Supply Chain – Evolution        | retails   | Management Process  |
|      |         |  | Traditional Retailing, Non –                   |                                     | Retail Marketing Segmentation:                                |   |
|      | SLO - 1 | Retail Sales Goals   | Traditional Retailing                          | Why SCM – Innovation in SCM –       | Concept, Significance   | Store layout and Design   |
|      |         | Retailing in India – Activity:                             |  |                                     |   |   |
|      |         | Group Discussion on Indian                                 | Activity: debate on Traditional &              | Hierarchy of Supply Chain           |   | Establishing a Pricing Strategy:                                    |
| S -6 | SLO- 2  | retail   | Non- Traditional retail                        | Decisions                           | Philosophies of Market Segmentation                           | Concept of Merchandise Pricing                                      |
|      |         |  |  |                                     | Identification of Target Market –                             | Pricing Options – Setting the Retail                                |
|      | SLO - 1 | Retailing across the Globe –                               | Other Emerging Retail Formats                  | Warehousing                         | Market Segmentation Process –                                 | Price   |
|      |         |  |  |                                     | Understanding Target Market –                                 |   |
|      |         |  |  |                                     | Activity : Socratic method activity on                        |   |
|      |         | Global Retailing Trends –                                  |  |                                     | Merchandise buying system, open to                            | Deine Ohiosting Deinig  |
| S -7 | SLO- 2  | Activity: Quiz activity on Trends<br>in Retailing globally | Activity: Discussion on retail formats         | Major Drivers of Supply Chain       | buy system, global sourcing decisions, Marketing segmentation | Price Objectives – Pricing<br>Strategies                            |
| 3-7  | 3L0- 2  |  | · · · · ·                                      |                                     | ,                       | ů.  |
|      | SLO - 1 | Reasons for Retail Growth                                  | Activity: Role play on Retailers and consumers | Components of Supply Chain          | Market Demand Potential – market<br>Supply Factors –          | Types of Pricing – Activity: Group discussion on pricing in retail. |
|      | 310 - 1 |  | consumers                                      | Activity : Socratic Method          |   |   |
|      |         |  |  | activity on Target, store location, |   |   |
|      |         |  |  | site and trade area analysis,       |   |   |
|      |         |  | Activity: Case studies on retail               | supply & demand density supply      |   | Price Adjustments and   |
| S -8 | SLO- 2  | Emerging Trends  | formats  | chain                               | Key Retail Segments.  | Discrimination.   |

| Learning  | 1. P.N.Singh, Neeraj kumar, Employee Relations Management, Pearson Education India, 2011 |  |  |  |  |  |  |
|-----------|--|--|--|--|--|--|--|
| Resources | 2. Michael Salamon, Industrial Relations, Prentice Hall, 2000                            |  |  |  |  |  |  |

| Learn | Learning Assessment |   |          |                 |          |                 |          |                 |          |                |          |        |   |  |
|-------|---------------------|---|----------|-----------------|----------|-----------------|----------|-----------------|----------|----------------|----------|--------|---|--|
| Bloom | ns level            | Continuous learning Assessment (50% weightage ) |          |                 |          |                 |          |                 |          |                |          |        | Final Examination (Marks 100<br>which will be weight 50%) |  |
|       |                     | CLA - 1 ( 5 %)                                  |          | CLA - 2 ( 10 %) |          | CLA - 3 ( 15 %) |          | CLA - 4 ( 15 %) |          | CLA - 5 ( 5 %) |          | Theory | Practice  |  |
|       |                     | Theory  | Practice | Theory          | Practice | Theory          | Practice | Theory          | Practice | Theory         | Practice |        |   |  |
| 1     | Remember            |   |          |                 |          |                 |          |                 |          |                |          |        |   |  |

| Total |            | 100% |     | 100% |     | 100% |     | 100% |     | 100% |     | 100% |     |
|-------|------------|------|-----|------|-----|------|-----|------|-----|------|-----|------|-----|
| 6     | Create     |      |     | 20%  | 20% | 15%  | 15% | 20%  | 20% |      |     | 20%  | 20% |
| 5     | Evaluate   |      |     | 20%  | 20% | 10%  | 10% | 10%  | 10% |      |     | 10%  | 10% |
| 4     | Analyse    | 15%  | 15% |      | 10% | 10%  | 10% | 10%  | 10% | 25%  | 25% | 10%  | 10% |
| 3     | Apply      | 20%  | 20% | 10%  |     | 10%  | 10% | 10%  | 10% | 25%  | 25% | 10%  | 10% |
| 2     | Understand | 15%  | 15% |      |     |      |     |      |     |      |     |      |     |

#CLA – 3 : Mini project / Seminar (5), Assignments (5) , MCQ assessment (5) / MOOC certification or NPTEL

# CLA – 4: Active participation in class / seminar presentation

| Course Coordinator    | HOD - MBA     |
|-----------------------|---------------|
| Dr. Lekha Padmanabhan | Dr.R.Arulmoli |