



**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	H	M	H	H
PEO - 2	M	H	H	L
PEO - 3	H	M	M	M
PEO - 4	H	L	M	M

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.

PLO - 3	Ability to develop Value based Leadership ability.
PLO - 4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
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	H	H	H	M	H
PEO - 2	L	L	L	L	M
PEO - 3	H	H	H	M	L
PEO - 4	H	M	L	H	H

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

Course code	MB20MM03	Course Name	RETAIL MANAGEMENT	Course category	E	L	3	T	0	P	2	C	4
-------------	----------	-------------	-------------------	-----------------	---	---	---	---	---	---	---	---	---

Pre-requisites courses	MARKETING MANAGEMENT	Co - Requisites courses	NIL	Progressive courses	NIL
Course offering department	MBA		Data book / Codes / Standards	NIL	

Course learning Rational (CLR) :	The purpose of learning this course to
----------------------------------	--

CLR -1:	Explain the retailing concepts, strategies, and problems through definition, scope, characteristics, function, classification, evolution and emerging trends in Indian retail.
CLR -2:	Know the retail business plan to set up the new retail business on the basis of merchandise offered, sale ownership, retail mix and emerging retail formats.
CLR -3:	Describe the marketing and distribution activities engaged by retail organization to imply concept of supply chain management through targeted store location, site and trading area analysis.
CLR -4:	Identify 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 also to understand key retail segments concepts, significance and philosophies through supply and demand markets.
CLR -5:	Classify the Traditional and cyber retailing by understanding the E-retailing and technology in retail through internet, buying decision factors, category management process, concept of merchandise

Learning		
1	2	3
Bloom's level (1-6)	Expected Proficiency (%)	Expected attainment (%)

**Program learning outcome PLO**

PLO - 1	PLO - 2	PLO - 3	PLO - 4	PLO - 5	PSO - 1	PSO - 2
Apply knowledge of management theories and practices to solve business problems. Foster Analytical and critical thinking abilities for data-based decision making.		Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global, economic, legal, and 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 organizational structure and forms in HRM in retailing.											
<b>Course outcomes (CO) :</b>		<b>At the end of the course, learners will be able</b>									
CLO -1:	Recognize the retailing concepts, strategies, and problems through definition, scope, characteristics, function, classification, evolution and emerging trends in Indian retail.	3	75	80	H	M	L	M	H		
CLO -2:	Identify the retail business plan to set up the new retail business on the basis of merchandise offered, sale ownership, retail mix and emerging retail formats.	3	70	80	H	H	L	M	H		
CLO -3:	Embrace the marketing and distribution activities engaged by retail organization to imply concept of supply chain management through targeted store location, site and trading area analysis.	4	75	80	H	H	M	M	H		
CLO -4:	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 also to understand key retail segments concepts, significance and philosophies through supply and demand markets.	5	75	80	H	H	M	H	H		
CLO -5:	Assess the Traditional and cyber retailing by understanding the E-retailing and technology in retail through internet, buying decision factors, category management process, concept of merchandise pricing that affect organizational structure and forms in HRM in retailing.	5	70	80	H	H	L	M	M		

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



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

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

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

<b>Course Coordinator</b>	<b>HOD - MBA</b>
Dr. Lekha Padmanabhan	Dr.R.Arulmoli