

#### 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 Name	RETAIL MANA	AGEME	MENT Course category E		L	T O	P 2	C		
					I				<u> </u>		2	-7
Pre-requisites 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 PLO	rning outco	ome
		·	1	2	3			
CLR -1:		ts, strategies, and problems through tics, function, classification, evolution retail.				PLO - 1	PLO - 2	PLO 3
CLR -2:		to set up the new retail business on red, sale ownership, retail mix and		(%)	(%)	heories blems.	iinking making.	Leadership
CLR -3:	_	istribution activities engaged by retail cof supply chain management through nd trading area analysis.	evel (1- 6	Proficiency (%)	attainment	of management theorie solve business problems	critical thinking decision makin	ased Lead
CLR -4:	analysing performance and pl stores and cost associated with managerial, ethical, legal issu	ise buying system, budget plan, an and allocation of merchandise :h global sourcing of decision in es also to understand key retail ce and philosophies through supply	Bloom's level (1	Expected Province	Expected att	Apply knowledge of management theories and practices to solve business problems.	Analytical and for data-based	o develop Value based
CLR -5:	retailing and technology in re	ber retailing by understanding the E- tail through internet, buying decision t process, concept of merchandise				Apply ki and pre	Foster abilities	Ability to

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 organization retailing.	al structure and forms in HRM in									
	Course outcomes (CO) :	At the end of the course, learners will be able									
CLO -1:	Recognize the retailing concepts, strategies, and problems through definition, scope, characteristics, function, classification, evolution and emerging trends			75	80	н	м	L	М	н	
CLO -2:	, 1, 6,6			70	80	н	Н	L	М	н	
CLO -3:	÷	stribution activities engaged by retail of supply chain management through targeted ; 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 gh internet, buying decision factors, category	5	75	80	<u>н</u> н	H H	M L	H M	H M	
CLO -5:	organizational structure and for	t of merchandise pricing that affect 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 – Introduction – Importance –	Retail Buying/Merchandise Buying Systems	E–retailing and Technology in Retailing– Retailing through Internet
S -1	SLO- 2			Target and Store Location	Buying System for Staple and Fashion Merchandise	Factors Affecting Internet Buying Decisions – Traditional Retailing Vs Cyber Retailing
	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,
S -2	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
	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
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 brands	Non–Store Based (Traditional)	Common Errors – Recent Trends in Store Location	Global Sourcing Decisions	Creating Organizational Structure – 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 in Retailing globally	Activity: Discussion on retail formats	Major Drivers of Supply Chain	buy system, global sourcing decisions, Marketing segmentation	Price Objectives – Pricing 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 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 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