

Program Curriculum**SEMESTER-I****PRINCIPLES & PRACTICES OF MANAGEMENT**

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization & Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading • Directing • Communicating • Motivating
11. Controlling
12. Co-coordinating (Synchronizing)
13. Evolution of Management Thought
14. Practicing Managerial Career

RETAIL MANAGEMENT – I

1. Enter the Planet of Retailing
2. Global & Indian Retailing Scenario
3. Store Based Retail Formats
4. Retail Consumer Behavior
5. Retail Market Strategy
6. Retail Financial Strategy
7. Retail Location
8. Operations Management
9. Supply Chain Management in Retail
10. I.T. in Retail

CONSUMER BEHAVIOUR

1. Consumer Behavior
2. Consumer Research
3. Motivation, Personality & Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle & Culture
10. Retail Consumer & Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behavior
14. Consumer Modelling
15. Rural Buying Behavior

SERVICES MARKETING

1. Introduction to Services
2. Customer Expectations & Service Perceptions
3. Service Models & New Product Development
4. Pricing & Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process Blueprinting & Physical Evidence
8. Service Quality

SALES MANAGEMENT

1. Introduction to Sales Management
2. Personal Selling
3. Effective Sales Executive
4. Sales Planning & Budgeting
5. Sales Forecasting
6. Sales Organisation
7. Recruitment & Selection of Sales Force
8. Sales Training
9. Sales Quota & Compensating Sales Personnel
10. Leading & Motivating the Sales Personnel
11. Evaluation & Control of Sales Force
12. Sales Territory
13. Key Accounts Management
14. Sales Format

Program Curriculum**SEMESTER-II****MARKETING MANAGEMENT**

1. Basic Concepts of Marketing
2. The Marketing Environment
3. Market Oriented Strategic Planning
4. Competition & Competitive Strategy
5. Market Research & Demand Forecasting
6. Consumer Behavior
7. Market Segmentation & Selecting Target Markets
8. Positioning
9. Product Concepts
10. Distribution Channels & marketing of services
11. Strategic Pricing
12. Integrated Marketing Communications (IMC)

RETAIL MANAGEMENT – II

1. Merchandise Planning
2. Buying Merchandise
3. Pricing
4. Retail Communication
5. Store Layout & Designing
6. Customer Service
7. Human Resource Management in Retail
8. Establishing Retail Image
9. Non-Store Retailing
10. Franchising

BRAND MANAGEMENT

1. Introduction to Brands
2. Brand Identity & Brand Positioning
3. Brand Communication
4. Brand Equity & Brand Valuation
5. Co-Branding, Brand Extension & Multi brands
6. Branding Strategies
7. Winning Brands
8. Case Studies

CONCEPTS IN SUPPLY CHAIN MANAGEMENT

1. An Introduction to Concepts in SCM
2. Scope, Performance & Strategic Fit
3. Drivers & Obstacles
4. Designing a Supply Chain Distribution Network
5. Role of Network Design in a Supply Chain
6. Network Design in an Uncertain Environment
7. Forecasting Demand
8. Aggregate Planning & Managing Predictable Variability
9. Managing Inventory
10. Optimal Level of Product Availability
11. Sourcing
12. Transportation
13. Franchise Management
14. Information Technology
15. E-Business & the Supply Chain

BASIC ACCOUNTING IN RETAIL BUSINESS:

1. Introduction To Accounting in The Retail Business
2. Sales & Revenue Accounting, Including Invoicing, Revenue Recognition, & Categorization of Discounting & Promotions in The Sale Process
3. Purchases & Inventory Valuation, Including its Methods
4. Cost Of Goods (COGS) Definition, Importance & Method of Determining, Management & Maximisation for Profits
5. Operating Expenses – Definition & Classes
6. Managing Cash Transactions & Bank Reconciliation
7. Accounts Receivable, Payables & Vendor Management Including Concept of Negative Working Capital
8. Income Statement Constituents & Preparation
9. Balance Sheet & Cash Flow Statement
10. Budgeting & Forecasting
11. Sales Tax, & Other Tax Compliances

Program Curriculum

SEMESTER-III**RESEARCH METHODOLOGY**

1. Understanding Research
2. Scientific Methods & Research
3. Formulating Research Problem & Hypothesis
4. Research Design
5. Data Collection & Measurement
6. Sampling & Sampling Technique
7. Observation
8. The Interview Method
9. The Questionnaire Method
10. The Survey Method
11. The Experimental Method
12. Scaling Techniques & Attitudes Measurement Techniques
13. Data Presentation, Processing & Analysis
14. Hypothesis Testing & Interpretation of Data

MERCHANDISE MANAGEMENT

1. Managing Merchandise
2. Product Introduction
3. Basics of Merchandise
4. Merchandise Planning
5. Merchandise Analysis & Implementation
6. Buying
7. Retail Vendor Management
8. Category Management
9. Visual Merchandising & Space & Design Communication

CUSTOMER RELATIONSHIP MANAGEMENT

1. Introduction to customer Relationship Management
2. Customer Satisfaction & Loyalty
3. Relationship & Retention
4. Services Marketing & CRM
5. Data Management
6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today & Tomorrow
9. Customer Experience Management

SEMESTER-IV**ADVERTISING AND PUBLIC RELATIONS**

1. What is Advertising
2. Objectives of Advertising, Planning & Decision Making
3. Creating the Advertising Campaign
4. Brand Image, Personality and Equity
5. Advertising, Market Positioning, Segmentation
6. Media Strategy, Budgets, Research
7. Global Marketing and Advertising
8. Advertising and Society, Ethics and Regulations
9. What are Public Relations
10. Nature and Scope of Public Relations
11. Organisation and Practice
12. Public Relations Practitioner
13. Principal Areas of PR Work
14. Case Studies
15. Media Relations, Investor Relations
16. Digital advertising and PR

RETAIL ANALYTICS

1. Overview, Introduction To & Business Objectives of Retail Analytics
2. Data Sources & Data Collection Methodology in Retail
3. Sales & Customer Analytics
4. Inventory Optimization & Supply Chain Management
5. Pricing Strategies, Discount & Promotion Strategies & their Effectiveness
6. Online Retail, Customer Journey, Behaviours, Missed Sales Analysis
7. Forecasting Sales, Trends, Consumer Behaviours, Demand Generation
8. Location Led Analysis – Store & Shopper Dynamics
9. Measurement Metrics, Dashboards & Visualization Tools
10. Privacy Concerns, Ethical Considerations in Data Collection & Analysis
11. Regulatory Compliances, Including Focus on DPDP Act

EMERGING RETAIL FORMATS – PROPOSED TOC

1. Operations of Luxury & Lifestyle retailing & Case study
2. Technology of Luxury & Lifestyle retailing & Case study
3. Operations of Mall Management & Case study
4. Technology of Mall Management & Case study
5. Operations of Fashion Retailing & Case study
6. Technology of Fashion Retailing & Case study
7. Operations of Quick Commerce & Case study
8. Technology of Quick Commerce & Case study
9. Operations of Grocery & Supermarket Management & Case study
10. Technology of Grocery & Supermarket Management & Case study

Project

Student is required to submit a project of 100 marks by the end of the semester 4.