



MTM COLLEGE
OF ARTS, SCIENCE & COMMERCE
PAZHANJI, VELIYANCODE, MALAPPURAM
AFFILIATED TO UNIVERSITY OF CALICUT

DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

CERTIFICATE COURSE IN RETAIL MANAGEMENT

Course Code: MTMCM10

Total hours: 30 hours

Course evaluation: Written Exam- 50 marks & Internal exam- 20 marks

Course Description

Introduction to retail management is the elective course from the marketing area. This course intends to provide the students with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager.

This course will emphasize on the various elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service.

Course Learning Outcomes

- Identify the most dramatic change in food retailing today
- Assess the variety and assortment of goods carried by each type of food retailer
- Discuss the current trends affecting food retailers
- Define single channel, multi-channel, and Omni channel retailing
- Match descriptions of retailers with single, multi, or omni-channel retailing
- Explain the main difference between multi-channel and Omni channel retailing
- Define the role of the web to retailers
- List some advantages and disadvantages of electronic retailing
- Explain how mobile apps can increase customer interaction

Syllabus

Module I

10 Hours

Retailing-nature and scope- objectives and functions-retailing scenario in India-wheel of retailing life cycle types of retailing ownership based, store based and non store based retailing-vertical marketing system.

Module II

6 Hours

Strategic planning in retailing- retail environment and customers-design retail information system and research-location and organizational decisions-trading area analysis--site selection, organizational pattern in retailing.

Module III

8 Hours

Retail operations management-budgeting and resource allocation-store format and size decision-store layout and space allocation-store security aspects-credit management-working capital for retailing-cash collection and recovery.

Module IV

6 Hours

Product assortment decision -merchandise forecasting-buying and handling

Merchandise- inventory management- pricing, labeling and packaging.

Reference:

1. Berman, Barry and Joel Evans : Retail Management
2. Cooper J: Strategy planning in logistics and transportation Retail management