



**MTM College of Arts, Science and Commerce, Veliyancode**

**Department of Commerce and Management Studies**

## **Certificate Course**

### **Mall Management**

**Course Code: MTMCM14**

Total hours: 30 hours

Course evaluation: - Internal evaluation :20 Marks

External evaluation :50 Marks

### **Course Description**

Mall Management is a growing phenomenon in the Indian industry. The Indian retail market is expected to continue its growth trajectory in coming years also, Mall management has been identified as a critical factor for the success of malls and the retail industry across the world. Mall Management Program broadly includes:

- Positioning a Mall
- Zoning-formulating the right tenant mix and its placement in a Mall
- Promotions and Marketing
- Facility Management-infrastructure, traffic and ambience management Finance Management.

Mall management encompasses operations, facilities management, security, accounts, common area maintenance, marketing, leasing and all the other functions even remotely related to a mall. The biggest problem in this industry is finding the right kind of tenants, while leasing out space to tenants, it is important to keep in mind the image that you want to create in the customer's mind.

### **Course Learning Objectives**

- To familiarize the students with the concept of shopping mall and its management
- To get them learn the operations of a mall, resource allocation and types of retail formats inside a shopping mall

### **Syllabus**

#### **Module 1**

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls. Mall Management: Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, measuring mall performance.

**15 Hours**

#### **Module 2**

Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Foot falls measurement, Common area Management. Types of retail formats - Multiplexes, Food courts, branded stores, Specialty stores, Hypermarkets, Supermarkets,

**15 Hours**

**Reference:**

1. Fleming. P. "Guide to Retail Management" Juico Publications
2. Gopal, W, "Retail Management" ICFAL
3. S.L.Gupta, "Retail Management"
4. Mitra, S.N., "Retail Management", Pointer Publications, Jaipur.