

P.G. Department of Commerce and Business Administration

SYLLABUS

For

DIPLOMA IN RETAIL MANAGEMENT

(Semester: I- II)

Session: 2021-22



KHALSA COLLEGE, AMRITSAR
(An Autonomous College)

Program Objective: The objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.

Programme Outcomes (POs):

PO1:The one-year Program explain you the basics of retail, retail store operations, performance matrices, designing market, promotional strategies

PO2:The Diploma in retail management develops understanding of the retail sector covering crucial areas like retail buying, category management, retail store operations and customer marketing, FDI.

PO3:The course gives real world understanding of the complete retail sector and prepares the participants to get ready for the rewarding career in the retail sector.

PO4: The successful participants are ready to be employed in profiles such as category managers, retail buyers, supply chain and logistic managers, brand managers, sales managers, store managers, department managers and project managers.

PO5:The one-year Program familiarises you with the various activities that are involved in retail sector.

Programme Specific Outcome (PSOs)

PSO-1: The primary outcome of the course is to have learners develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions including Retail manager, Store manager ,Team leader or supervisor, Store general manager, Retail buyer, Merchandiser, etc.

PSO-2: A broad overview of different aspects of retail management like merchandising, consumer behaviour, IT usage in Retail , etc.

PSO-3: Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry

PSO-4: Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

PSO-5: Comprehend retailing's role in society and, conversely, society's impact on retailing understand the ways that retailers use marketing tools and techniques to interact with their customers.

Scheme of Course

Semester-I

Paper	Course title	Theory	Internal	Practical	Total	Page no.	Credit Hours per week
DRM-101	Marketing and Sales Management	37	13	-	50	1-2	4
DRM-102	Introduction to Retailing	37	13	-	50	3-4	4
DRM-103	Retail Stores and Operation Management	37	13	-	50	5-6	4
DRM-104	Supply Chain Management	37	13	-	50	7-8	4
DRM-105	Retail Selling Skills	27	13	10	50	9-11	4

Semester-II

Paper	Course title	Theory	Internal	Practical	Total	Page no.	Credit Hours per week
DRM-201	International Retailing	37	13	-	50	12-13	4
DRM-202	Retail Planning	37	13	-	50	14-15	4
DRM-203	Consumer Buying Behaviour	37	13	-	50	16-17	4
DRM-204	Information Technology in Retail Management	37	13	-	50	18-19	4
DRM-205	Project	-	-	-	50	20	2

Note:

- a) Students will undergo training of 4 weeks with model retail stores in the winter vacations after taking their exams of first semester. Students will submit a project on the basis of this training which will be evaluated by internal examiners.

Marketing and Sales Management

DRM-101

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry onemark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: The course aims to provide a sound framework for identifying, analyzing, and solving marketing related problems and to examine the relationship between selling and marketing.

Part-I

Marketing and its Core Concepts: Functions of Marketing, Importance of Marketing, Marketing Environment; marketing mix; Product: Product Life Cycle, Product Planning and Development: Brand, Trade Mark, Labelling, Packaging; Price: Meaning and Significance of Price, Factors Affecting Pricing Decision, Pricing Policy and Strategies.

Part-II

Promotion Mix: Advertising, Sales Promotion, Personal Selling and Public Relations, Market Segmentation; Sales Management: Nature, Scope, Importance, Salesmanship, Qualities of a Good Salesman, Selling Process, Recruitment and Selection of Sales Personnel; Development and Conducting Sales Training Programme, Designing and Administering Compensation Plans, Motivating Sales Staff, Incentives Planning , Evaluating Sales Force Performance.

References:-

- A) SwapanaPardhan “Retaining Management”,TataMcgrawHill, Edition 2016
- B) Dravid Gilbert “Retail Management”PearsonPublishers,edition, 2016
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishersof Distributors, Chennai
- D) A. J. Lamba “The Art of Retailing”, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

COURSE OUTCOMES

Sr. No.	On the completion of the course Studentswill be able to:
CO1	Demonstrate strong conceptual knowledge in the functional area of marketing and sales management.
CO2	Learn effective understandingof relevant functional areas of marketing and various pricing Strategies used in marketing.
CO3	Learn the activities involved in sales management like promotion ,advertising, Selling Process, Development and Conducting Sales Training Programme for sales personnel,etc.

Introduction to Retailing

DRM-102

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry onemark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: The course explain the basics of retail, retail store operations, performance matrices, designing market, promotional strategies. The course gives real world understanding of the complete retail sector with focus on FDI.

Part- I

Retailing: Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a Career; Developing ad Applying Retail strategy: Strategic Retail Planning Process, Retail Organization, The Changing Structure of Retail, Classification of Retail Units; Retail Formats: Corporate Chains, Retailer Corporative and Voluntary System, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

Part- II

Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Retail Life Cycle; Emergence of Organised Retailing: Tradition and Modern Retail Formats in India, Retailing in Rural India, Environment and Legislation for Retailing, FDI in Retailing.

References:-

- A) SwapanaPardhan “Retailing Management”,TataMcgrawHill, Edition 2016
- B) Dravid Gilbert “Retail Management”, Pearson Publishers, Edition, 2016
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing” All India Publishers of distributors, Chennai
- D) A. J. Lamba “The Art of Retailing”, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”Pearson Education

Note: Latest edition of text book may be used

COURSE OUTCOMES

Sr. No.	On the completion of the course Students will be able to:
CO1	Learn the fundamental knowledge of retailing, its functions, importance, strategy, process and organisation.
CO2	Understand the various types of retail formats in detail.
CO3	Learn the concepts of retail models, business models in retail, retail life cycle along with the concept of retailing in rural India and FDI in retailing.

Retail Stores and Operation Management

DRM-103

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry onemark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: This course is exclusively designed to prepare students who are interested in setting up a retail store. After the end of this course the reader will be able to understand Various Elements of Retail Store Operations, What is Store Design and Layout, What are Planograms, Responsibilities of a Store Manager, Purpose of Mannequins In Retail Stores, Factors Affecting Buying Decision of Customers etc.

Part- I

Setting up of Retail Organisation: Size and Space Allocation, Location Strategy, Factors affecting the Selection of Store Location, Retail Location Research and Techniques, Objectives of Good Store Design, Store Layout and Space Planning: Types of Layouts, Role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss; Store Design: Exterior and Interior.

Part- II

Store Management: Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centres, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factors Influencing Mall Establishments.

Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

References:-

- A) SwapanaPardhan “Retailing Management”, Tata McgrawHill, Edition 2016
- B) Dravid Gilbert “Retail Management”, Pearson Publishers, Edition, 2016
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai
- F) A. J. Lamba “The Art of Retailing”, Tata Mcgraw Hill
- D) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

COURSE OUTCOMES

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand about the setting up of retail organizations, store design and about the retail management concepts and its operations.
CO2	Understand the retail management terminology including merchandize management, store management and retail strategy.
CO3	Get the knowledge of organised retail sector and its operations and various strategies involved with the retail sector.
CO4	Examine the role of store manager and problems at retail centres.

Supply Chain Management

DRM-104

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry onemark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: The course aims to develop an understanding of basic concepts and role of Logistics and supply chain management in business. It shows how supply chain drivers play an important role in redefining value chain excellence of Firms. It appraise and integrate various supply chain strategies.

Part- I

Supply Chain Management: Definition, Scope, Need and Challenges; Uncertainty and supply chain management, Supply Chain Drivers and Obstacles, Supply Chain Network: Types
Forecasting: Importance, Forecasting Techniques in Estimating Demand, Methods to Determine Accuracy of Forecast; Sourcing and Vender Selection, Routing and Route Sequencing.

Part- II

Inventory Management: EOQ, Minimum Level, Safety Level, Re-ordering Level, Maximum Level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory Management, Lead Time Uncertainty and Product Availability, overview of GST.

Innovations in Supply Chain Management, Cross Docking and Collaborative Planning, Bull Whip Effect- Its causes and methods to overcome this effect.

References:-

- A) SwapanaPardhan “Retailing Management”, Tata McgrawHill, Edition 2016
- B) Dravid Gilbert “Retail Management”, Pearson Publishers, Edition
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai
- D) A. J. Lamba “The Art of Retailing””, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

COURSE OUTCOMES

Sr. No.	On the completion of the course Students will be able to:
CO1	Learn the conceptual framework various determinants of Supply Chain Management in business.
CO2	Understand the methods of forecasting and other techniques of Supply Chain Management.
CO3	Study the impact of GST on Supply Chain Management and various other innovations.
CO4	Learn Inventory level management techniques used in supply chain management.

Retail Selling Skills

DRM-105

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:27

Practical (Internal):10

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 8 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 7 questions. Each question will carry onemark, the total weightage shall be 7 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of this section shall be 10 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of the section shall be 10 marks.

Course Objective:The course aims to describe what motivates customers (logical and emotional) to buy or continue to use a product/service. Using effective selling techniques, linked with exceptional service standards, will ensure that your staff provide „Customer Delight“, and improve the overall sales performance of the organization. The course is designed to provide a new perspective on driving sales upwards within retail outlets, while focusing on the importance of excellent customer service.

Part- I

Personal Selling Skills: Objectives of Personal Selling, Identifying potential customer, Receiving and greeting, Ascertaining the needs and arousing interest , Process of personal selling;

Basic hygiene: Tips of on basic hygiene, Basic health care measures, How hygiene affect customers, Cleanliness of mind and body, General awareness of cleanliness, SwachhbahartAbhiyan;

Basis Grooming: Dress code, Decent dressing, Hair styling, Maintaining neat and pleasant look personality traits;

Manners and etiquettes: Body language, Face and body expressions, Self presentation, Voice modulations;

Basic communication skills: Use of words, Signs, Communicating with customers, Use of gestures and hand, Interview skills, How to prepare for interview;

Conversational skills and Development on phone: How to make effective calls ,Answering calls, Representing the company,;

Stress management: Handling customer complaints, Dealing with stress at work, Managing professional and personal life, Overcoming anxiety, Keeping calm in stress.

Part- II

Personal Selling: Handling objections, Closing the sale, Customer follow-up, After sale services, Negotiation strategies; New development in Retail, Anger management, SWOT analysis;

Customer dealing: How to build passions, Developing listening skills, Humour in conversation, Understanding customer needs and wants;

Self introspection: Knowing self, Refreshing knowledge building, General awareness, Enhancing Reasoning Abilities; Role Playing: Admiring the ideal, Role play real life, Clippings on retail, Developing customer relationship, Feedback from customer giving personal attention.

Practical: Memory skills, Speaking skills: Communication, Interview skills, Preparing for interview, Listening activities, Introspection

References: -

- A) Philip Kotler “Marketing Management”, Prentice hall 15th Edititon
- B) [Philip Kotler](#), [Kevin Lane Keller](#) “Marketing Management”, Prentice Hall 13th Edition
- C) [Barbara Pease](#), [Allan Pease](#) “The Definitive Book on Body Language” Orion, New Edition
- D) [Shalini Verma](#) “Body Language: Your Success Mantra”, S. Chand Publishing

Note: Latest edition of text book may be used.

COURSE OUTCOMES

Sr. No.	On the completion of the course Students will be able to:
CO1	Learn the Personal selling skills, communication skills and conversation skills on telephone.
CO2	Understand the skills of dealing with customers. At the same time, they will learn the concept of business etiquettes.
CO3	Learn the importance of hygiene and self- grooming.

International Retailing

DRM-201

Time Allowed: 3 Hours

Credit hours per week: 4

Total teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: The students will learn grab the knowledge of concepts relating to international retailing marketing, its outcomes, strategies, motives behind. It will help the students to understand the foreign market, modes of entry, global competition etc.

Course Content:

Part- I

International Marketing: Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing, India's Presence in International Marketing

Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment: Socio-Cultural, Economic, Political, Legal and Technological

Part- II

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry: Joint Ventures, Franchising and Acquisition
Competing in Foreign Market: Multi-country Competition and Global Competition,
Competitive Advantages in Foreign Market, Cross Market Subsidization, Retail Structure, Global structure

References:-

A) Swapana Pardhan "Retailing Management", Tata McgrawHill, Edition 2016

B) David Gilbert “Retail Management”, Pearson Publishers, Edition

C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai

D) A. J. Lamba “The Art of Retailing””, Tata McGraw Hill

E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used

COURSE OUTCOMES

Sr. No.	On completion of this course, the students will be able to:
CO-1	Assess regulatory and economic environments along with the impact they have on international retail development
CO-2	Compare and contrast various international Retailer’s strategy and expansion patterns
CO-3	Identify and describe social and cultural environments that impact shopper behaviour and purchasing patterns in various global markets
CO-4	Describe how retailers need to vary their retail structure by depending on the global market to compete Multi-country Competition and Global Competition .
CO-5	Provide examples of how international retailers adapt to local conditions and markets.

Retail Planning

DRM-202

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: the students will get the conceptual knowledge on role human resource management in retailing, their marketing of services. Then they will gain knowledge on financial management and accounting techniques in retail sector.

Course content

Part- I

Human Resource Management in Retailing: Human Resource Planning, Role of Human Resources in Retail Organizations, Recruitment, Selection, Training, Needs for Employees, Motivation and Performance Appraisal.

Customer Relationship in Retailing, Social Marketing in Retailing, Marketing of Services, Service Quality Management and Continuous Quality Improvement, Brand Management, Retail Marketing Mix, Target Market, Positioning, The Retail Communication Mix.

Part- II

Importance of Financial Management in Retailing, Financial Performance and Financial Strategy, Accounting Methods, Strategic Cost Management, Strategic Profit Model, Income Statement, Calculation of Profitability of Retail Stores, Financial Ratios in Retailing

Consumer Protection act 1986, Consumer's Right, Unfair Trade Practices, The Standard of Weights and Measurement Act, Procedure and Duration of Registration, Patent, Copyright and Trade Market

References:-

- A) Swapana Pardhan “Retailing Management” ,Tata McgrawHill, Edition 2016
- B) Dravid Gilbert “Retail Management”, Pearson Publishers, Edition
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”,All India Publishers of Distributors, Chennai
- D) A. J. Lamba “The Art of Retailing” , Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education .

Note: Latest edition of text book may be used.

COURSE OUTCOMES

Sr. No.	On completion of this course, the students will be able to:
CO-1	Learn the importance of Human Resources in retail sector
CO-2	Learn marketing mix in retailing and its implementation.
CO-3	Comprehend the financial accounting concepts and knowledge required in retailing
CO-4	Learn the concepts of service marketing, service quality management, social marketing.
CO-5	Acquaint themselves with law related to Consumer protection act,1986 and registration procedure of Patents, Copyrights & Trademarks

Consumer Buying Behaviour

DRM-203

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: To introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy. They will learn about impact of various determinants of consumer behavior.

Course Content

Part- I

Consumer Buying Behaviour- Scope, Importance and Limitation, Consumer Research, Understanding Consumer and Market Segments, Consumer Behaviour and Marketing Strategy, Understanding the Psychological Foundation of Buying Behaviour: Motivation, Involvement and Motives, Consumer Perception.

Personality- Theories, Self Concept and its Marketing Implications, Learning Theories and Consumer Attitudes, Communication and Persuasion

Part- II

Environment Influence on Consumer, Culture Band its Relevance to Marketing Decisions, Nature and Process of Social Stratification, Reference Groups, Family-Family Life Cycle, Family Purchases Decision and its Marketing Implication.

Personal Influences, Opinion Leadership, Adoption and Diffusion of Innovation Marketing, Implication of Personal Influences, Consumer Decision Procedure, Post Purchase Behaviour.

References:-

A) Swapana Pardhan “Retaining Management””,Tata McgrawHill, Edition 2016

B) David Gilbert “Retail Management”, Pearson Publishers, Edition

C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai

D) A. J. Lamba “The Art of Retailing””, Tata McGraw Hill

E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used

COURSE OUTCOMES

Sr. No.	On completion of this course, the students will be able to:
CO-1	Understand underlying concepts of consumer buying behaviour.
CO-2	Develop an understanding of various techniques and tools to assess the change in consumer behaviour.
CO-3	Understand the role of internal and external factors in affecting buying behaviour of consumers.

Information Technology in Retail Management

DRM-204

Time Allowed: 3 Hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective: The students will learn about the role of information technology in retailing sector, how far it has proved beneficial and fatal in retailing. The students will learn different concepts relating to it.

Course Content

Part- I

Role of IT in Business, Influences Parameters for use of IT in Retailing, IT options available to Retail , IT Application for Retail, Advantage of IT Application to Retail, Collection of Data / Efficiency in Operation help in Communication, Computer Awareness in Different Financial Packages, Issues Concerning the Use of Internet and related Technology to improve Retail business.

Part- II

Emphasis Analysis of Consumer and Product/services types on Online Retailing, Effective Management of Online Catalogues, Direct Retailing Methods that involve Technology such as Interactive T.V. and Mobile commerce, Electronic Data Interchange, Database Management ,Data Warehousing, Critical Analysis of E- Retailing Strategies, How firms are Using the Internet to Expand their Markets, Customer Relationship Management

References:-

- A) Swapana Pardhan “Retailing Management” ,Tata McgrawHill, Edition 2016
- B) Dravid Gilbert “Retail Management”, Pearson Publishers, Edition

C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai

D) A. J. Lamba “The Art of Retailing””, Tata McGraw Hill

E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

COURSE OUTCOMES

Sr. No.	On completion of this course, the students will be able to:
CO-1	Understand the role and importance management of Information Technology in retail sector.
CO-2	Know the methods of data collection in retail via IT and issues faced by retailers while using IT.
CO-3	Learn future technologies through acquired foundational skills and knowledge and employ them in retail sector
CO-4	Analyze common business functions and identify, design, and develop appropriate information technology solutions (in web, desktop, network, and/or database applications)
CO-5	Analyse E-Retailing Strategies used by retailers to expand the business through Information Technology.

PROJECT: DRM-205

Credit hours per week: 4

Total Teaching Hours: 60

M.MARKS:50

Course Outcomes

Sr. No.	On completion of this course, the students will be able to:
CO-1	Develop understanding regarding the size and scale of operations and nature of field-work in which students are going to play their role after completing the courses of study.
CO-2	Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
CO-3	Develop first hand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems related to the world of work.
CO-4	Develop abilities like interpersonal skills, communication skills, positive attitudes and values etc.
CO-5	Assemble/fabricate and test an electronics gadget.