

3 rd semester	21MBA303K	Retail Supply Chain Management	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

- To analyze the retail supply chain scenario and to make understand the students the insights on retail supply chain process from sourcing to distribution.
- To enhance the retail supply chain integration and sustainable supply chain strategic skills among the students.

MODULE- I

Retail Supply chain: Definition – retail as a business – importance of customer segments – value chain – types or retail chain business – comparative advantages – CSR and retail industry.

Retail supply chain environment: drivers of retail supply chain change – globalization – nature of demand – quality function deployment – retail supply chain risk – retail supply chain metrics.

MODULE-II

Retail strategy and supply chains: Product life cycle – innovative and functional products – retail market segments – supply chain management excellence – skill requirements. Retail supply chain process improvement: improvement approaches: PDCA, DMAIC, CPFR – supply chain collaboration – core competency – demand-driven supply chain: tools and techniques – product tracking: Barcoding, RFID.

MODULE-III

Finance and retail supply chain: Supply chain costs – root causes for cost – retail returns – opportunities in retail returns

References:

- 1) Swapana pradhan – Retailing Management, TMH
- 2) J. Lamba – The Art of Retailing , McGraw Hill Education
- 3) Barry Berman, Joel R Evans – Retail Management; A Strategic Approach , Pearson India
- 4) James B Ayers, Mary Ann Odegaard – retail Supply Chain Management, Auerbach Publications
- 5) Dravid Gilbert – Retail Marketing. Pearson India


 Director, Curriculum Development
 Biju Patnaik University of Technology, Odisha
 Rourkela