

4 th semester	21MBA401J	Retail Marketing Management	L-T-P 3-0-0	3 credits	35 Hours
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Objectives: To make students learn and understand the roles and responsibilities of a Store Manager which include:

Module-I

Introduction: An Overview of retail operations, Stores organisation, Selection of right Location, Different layout & designs.

Pre-Store opening: Role of operations in opening a store, Filling the store with merchandise, Concept of Distribution centre, various activities at the distribution centres. Store opening and closing: Store opening and closing process, Material identification system, Receiving and inspection, storage system, Preservation of materials in the storage.

Module-II

Retail Arithmetic: Quantitative terms related with a retail store and its calculation.

Stock management: Relevance of stock management to retail operations, Various types of stock checks, Taking care of quality inside a store.

Module-III

The store audit: Store appearance, presentation, stock, cleanliness, HR in operations, Store finance and controls: stock valuating, stock verification, Accounts receivable, cash management, budgeting, Day to Day cash management, Loss prevention and shrinkage control: Importance of security measures, Methods & ways to reduce shrinkage, reasons for shrinkage, Scrap and surplus management, The customer service desk, Exchange of defective products, Loyalty Programs for a store. Different fixtures available for a retail store, Contemporary issues in store management.

Books:

- Berman B. Evans J. R., Retail Management, 9th Edition, Pearson Education
- Berman, Barry. Evans, Joel R. Mahaffey Tom, Retail Management: A Strategic Approach, Pearson Education
- Iyer, B. Sriram, Retail Store Operations, Tata Mc Graw Hill
- Levy I. M. and Weitz B.A., Retailing Management, 5th ed. Tata McGraw Hill
- Menon, K. S., Stores Management, 2nd Ed. Macmillan India

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