

MBPC3039 RETAIL SUPPLY CHAIN MANAGEMENT (3-0-0)

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 of 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. Digital Retail Transformation; Omnichannel Customer Experience

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; Advanced Product Tracking- IoT sensors and real-time analytics

MODULE-III

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

MODULE-IV

Basic Concepts- Sustainable Retail Supply Chains; Retail Automation Technologies; Risk Management and Supply Chain Resilience; Emerging trends & technologies (AR/VR) in Retail

CO1: Evaluate Retail Supply Chain Fundamentals and Digital Transformation

CO2: Analyze Retail Supply Chain Environment and Risk Management

CO3: Design and Optimize Retail Supply Chain Strategies and Processes

CO4: Implement Advanced Product Tracking and Automation Technologies

CO5: Optimize Financial Performance and Sustainability in Retail Supply Chains

References:

Swapana pradhan – Retailing Management, TMH

J. Lamba – The Art of Retailing , McGraw Hill Education

Barry Berman, Joel R Evans – Retail Management; A Strategic Approach , Pearson India

James B Ayers, Mary Ann Odegaard – retail Supply Chain Management, Auerbach Publications

David Gilbert – Retail Marketing. Pearson India