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**Title: Retail Management**  
**Credit Hours: 3**

**Code: MKT 386**  
**Year /Semester: IV/VIII**

**48 Hours**

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**Course Objectives:**

The objective of the course is to develop knowledge of contemporary retail management and analyzing the way of retailing works through the application of retailing theory and research.

**Unit 1 Overview of Retailing Environment and Management**

**10 Hours**

Concept, Functions and importance of retailing, Driving forces for retailing, Technological forces, Competitive forces, Social forces

**Unit 2 Store Location**

**10 Hours**

Retail store location, Types of location site, Site selection, Retail store design and layout, External store, Internal store, Display, Visual Merchandising and Atmospherics

**Unit 3 Warehousing and Supply Chain Management**

**8 Hours**

Merchandise planning, Warehousing and supply chain management, Role of IT in supply chain management merchandise flow, Online logistics management, Retail pricing, Credit management, Retail production

**Unit 4 Emerging Concepts in Retailing**

**12 Hours**

Retail formats, Corporate chains, Retailer Co-operative and Voluntary system, Department stores, Discount stores, Supermarkets, Warehouse clubs, Direct marketing, Telemarketing, Automatic vending, Customer services and Quality management, Customer service, Good quality to customer, Customer perspective of service quality and evaluation retail service

**Unit 5 International Retailing**

**8 Hours**

Internationalization and globalization, Shopping at world stores, International process, Culture, Business and International Management

**Reference Books:**

1. Berman B. and Evans J.R, *Retail management*, (9<sup>th</sup> ed.), Pearson Education
2. Levi M. Michel and BW Weitz, *Retailing Management*, (5<sup>th</sup> ed.), Tata McGraw Hill