



Course Name: **Master of Commerce**

Discipline: **Commerce CA**

CHOICE BASED CREDIT SYSTEM

(For those who joined in June 2023 and after)

**COURSE SCHEME:**

**SELF-LEARNING COURSES**

Semester	Subject	Credit	Ext =Tot	Subject Code
III	<b>Retail Management</b>	5	100 = 100	<b>P24CCSL31</b>

**RETAIL MANAGEMENT**

<b>Course Title : Retail Management</b>	<b>Total Hours :</b>
<b>Course Code: P24CCSL31</b>	<b>Total Credits : 5</b>

**COURSE OUTCOMES:**

Cos	CO STATEMENT
CO1	Gain knowledge on retailing concepts
CO2	Understanding retail market segmentation
CO3	Familiarize on Retail Location
CO4	Gain Knowledge on Merchandise Management
CO5	Understand the Pricing Strategies in Retail Management

**UNIT I**

Retailing - Introduction - Functions of Retailer- Impact of Retailing in India - Rural Retailing -Strategic Retail Planning Process -FDI in Retailing.

**UNIT II**

Retail Market Segmentation – Importance - Criteria for Effective Segmentation - Dimensions of Segmentation - Customer Profiles.

**UNIT III**

Location Decision - Importance - Factors choosing a Retail Location - Types of Retail Locations - Retail Location Strategies - Retail Store Layout - Types of Store Layout.

**UNIT IV**

Merchandise Management - Merchandising Plan - Objectives - Merchandise Mix - Sales



Forecasting for Retailing - Assortment Planning Process - Visual Merchandising.

## UNIT V

Retail Pricing Decision - Pricing Objectives - Approaches for Setting Price: Cost Oriented Pricing - Competition Oriented Pricing - Pricing Strategies for Retailers - Factors affecting Retail Price Strategy.

## TEXT BOOKS

1. Suja R. Nair - Retail management, Himalaya publishing house, (2009).
2. Dr.S.Banumathy, Dr.M.Jayalakshmi - Retail Marketing, Himalaya publishing house (2010).

Unit No	Book Name	Page No
I	Dr.S.Banumathy, Dr.M.Jayalakshmi	1 – 3
	Suja R. Nair	9 – 14, 48 – 54
II	Dr.S.Banumathy, Dr.M.Jayalakshmi	37 – 42
III	Dr.S.Banumathy, Dr.M.Jayalakshmi	99 - 100, 102 - 103 , 122 - 123, 124 - 126
	Suja R. Nair	136 – 144
IV	Dr.S.Banumathy, Dr.M.Jayalakshmi	49 , 50
	Suja R. Nair	94 – 95, 97 – 111
V	Suja R. Nair	179 - 183

## REFERENCE BOOKS

1. A.Sivakumar - Retail marketing, Excel Books (e-Book) (2007).
2. Dr.M.Inbalakshmi – A Simple Book on Retail Marketing, Kalyani Publishers (2011).
3. P.K.Madhavan – Introduction to Retailing, Vijay Nicole Imprints Pvt.Ltd (2016).

## e-RESOURCES

1. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi86qrGw4L7AhUO6jgGHVRLCuQQFnoECBIQAQ&url=https%3A%2F%2Fegyankosh.ac.in%2Fbitstream%2F123456789%2F10089%2F1%2FUnit-1.pdf&usg=AOvVaw2jJMqMX-6t8aUaXTJGbYsP>
2. [https://www.tutorialspoint.com/retail\\_management/retail\\_market\\_segmentation\\_strategies.htm](https://www.tutorialspoint.com/retail_management/retail_market_segmentation_strategies.htm)
3. [https://www.tutorialspoint.com/retail\\_management/retail\\_business\\_location.htm](https://www.tutorialspoint.com/retail_management/retail_business_location.htm)
4. <https://www.icmrindia.org/courseware/Retail%20Management/Merchan-Assort-Planning.htm>
5. [https://www.tutorialspoint.com/retail\\_management/retail\\_management\\_pricing.htm](https://www.tutorialspoint.com/retail_management/retail_management_pricing.htm)