SCHEME OF MBA (RETAIL MANAGEMENT)

Semester- 3

SUBJECT NAME	SUBJECT CODE	Total Hrs. (Lec+Pra)	Marks Int.	Marks Ext.	Total Marks
Applied Operations Reserch	MBA 301	50	25	75	100
Corporate Legal Environment	MBA 302	50	25	75	100
MAJOR 1 (R.M)	MBA 551	40	25	75	100
MAJOR 2 (R.M)	MBA 552	40	25	75	100
MAJOR 3(R.M)	MBA 553	40	25	75	100
Seminar on Management Information SYSTEM	MBA 306	20	100	0	100
Viva-Voce	MBA 308		25	75	100
TOTAL		240	250	450	700

Semester- 4

SUBJECT NAME	SUBJECT CODE	Total Hrs. (Lec+Pra)	Marks Int.	Marks Ext.	Total Marks
Strategic Management	MBA 401	45	25	75	100
Project Evaluation & Implementation	MBA 402	45	25	75	100
MAJOR 4(R.M)/ MINOR1	MBA 554	50	25	75	100
MAJOR 5(R.M)/ MINOR2	MBA 555	50	25	75	100
MAJOR 6(R.M) / MINOR3	MBA 556	50	25	75	100
Final Research Project & Viva-Voce	MBA 406			200	200
TOTAL		240	125	575	700

SPECALIZATION GROUP- RETAIL MANAGEMENT

MBA 551	Retail Concepts and Environment
MBA 552	Supply Chain Management
MBA 553	Retail Store Management
MBA 554	Retail Branding & Strategy
MBA 555	Customer Relationship Management
MBA 556	Mall Management & Risk Management

MBA 551- Retail Concepts and Environment

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each. The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Aims and	To provide the student with an in-depth understanding
Objectives	of retail promotional concepts & type of retail outlets &
	there functioning.

Section I

Definition, nature, purpose and scope of management Functions of a manager, an overview of planning, organizing and controlling. Is managing a science or art? Ethics in management and social responsibility of managers.

- Retailing- Introduction, Concepts and Overview
- Development and Growth of Retailing
- Retailer's Customer and Consumers

Section 2

- Retail Mix- Introduction, Concept and Relevance; Importance;
- Retail Institutions and Types of Retailers
- Retail Communication Mix-Importance, Elements, Integration of Mix Elements

- Retail Promotion- Concepts, Importance; Elements
- Multi Channel Retailing
- Retail Location and Site Selection
- Retail Market Strategy

MBA 552 - Supply Chain Management

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each. The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES:

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Aims Objectives	and	 Developing an understanding of the significance of Supply Chain Management to achieve cost effective supply and distribution of
		goods & services to meet varying customer demand.
		 By discussing selected cases develop an understanding of the process of creating sustainable competitive advantage through innovative design of supply chains.
		 Create awareness of and attraction towards the recent developments in Logistics, Inventory Modelling and Supply Chain Management by discussing some research papers from premier business magazines such as Harvard Business
		Review & Sloan Management Review.

Section I

- Basic Concepts of Operations Management, What are Operations Management and its relevance to Service Sector, Brief History and its Current Status, Current Issues facing Operations Management.
- Operations Strategy and Competitiveness, Operations Strategy and its competitive dimensions, Strategic fit – fitting operational activities to Business Strategy.

- Understanding the need for Supply Chain Management, Basic definition of Supply Chain, its Scope and Orientation, Achieving Strategic Fit and Understanding Implied Uncertainty, Supply Chain Drivers and Obstacles.
- Supply Chain Network, Different types of Distribution Network with the Concept of Cross Docking, Facility Location Models.
- Forecasting, Different types of Forecasting Techniques in Estimating Demand, Methods used to determine Accuracy of Forecast.

- Inventory Control, Basic concepts of EOQ, Lot Size Determination, Sensitivity to EOQ, Principle of Aggregation, Rationale of discounts for bulk purchase, Safety inventory with Demand Uncertainty, Lead Time Uncertainty and Product Availability.
- Sourcing Decisions and Vendor Selection, Vehicle Routing and Route Sequencing.
- Bull Whip Effect, its causes and methods of Overcome

MBA 553 - Retail Store Management

INSTRUCTIONS FOR PAPER-SETTER

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INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Aims and	 To enable students to critically analyse the retailing
Objectives	process, the environment within which it operates and
	the functions that are performed.

Section 1

- Overview of Retailing, Functions of Retailing, Retailing Formats and the parameters for Strategy Mix Decision. Non Store Retailing. Wheel of Retailing, Dialectic Process (Beginning of the term long project on creating a store)
- Retail Selling, Role of Selling, Retail Selling Process: Approach, Identifying Customer Needs and Wants, Presenting the Merchandise (selling features and benefits), Objection Handling, Closing the Sale, Up selling and Cross Selling.(IBM's Strategic Model)
- Customer Service: Strategic Advantage through Customer Service, CS strategies, Gap Model of Improving Customer Service, Case Study (Jet Airways)

- Managing The Retail Store: Store Manager's Responsibilities: Staffing, Selection, Socializing and Performance Management, Cost Control, Shrinkage Control. (Case study on rostering for a large format store)
- Careers In retailing, Attitude and Personality, Compensation, Working Conditions, Career Advancement, Legal and Ethical Issues in Retailing, Supplier Relations, Competition Relations, Employee Relations, Organizational Environment
- Logistics and Information Systems, Improved Product Availability, Improved Assortment, Improved ROI, Strategies, Quick Response Systems

- Store Layout, Design and Visual Merchandising, Exterior, Objectives of Store Design, Types of layouts (their relevance to Various Formats), Merchandise Presentation Techniques
- Retail Communication Mix
- Location Strategy (Devising a location strategy for a given format and presentation).
- IT in Retail
- Multi Channel Retailing

MBA 554 - Retail Branding & Strategy

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each. The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Aims Objectives	and	To present a contemporary view of the role of Brand management.
		 To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset.
		 To develop a critical understanding of the processes involved in building and managing brands in retail environment.
		 This course introduces concepts developed within strategic management literature and applies them in, a retail context. In addition, the module uses the tools and techniques of strategic management to examine particular issues, which are of current relevance to the retail sector.

- Brand Architecture
- Brand Identity and Brand Positioning
- Brand Equity and Brand Building
- Managing Brand Equity
- Measuring Brand Equity
- Managing Brand Portfolio:
 - o To present a contemporary view of the role of Brand management.
 - To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset.
 - To develop a critical understanding of the processes involved in building and managing brands in retail environment.

Section 2

- Approaches to strategic management, including the planning view, the command view and the logical incrementalism view.
- Approaches to strategic analysis of the retailing environment, using the techniques of environmental auditing, scenario analysis and competitive analysis;
- Approaches to the analysis of resources, competence and strategic capability, through the application of techniques such as value chain analysis and benchmarking;
- Mission and objectives of retailing organisations can be analysed and formulated, introducing ideas including corporate governance, stakeholder expectations, business ethics and corporate culture;

- An examination of the bases of strategic choice for retailing organisations, including mission and strategic intent, the issues of scope, diversity and the development of a sustainable competitive advantage;
- The formulation and evaluation of strategic options within retailing organisations, including approaches to the assessment of risk and uncertainty and of alternative directions for strategy development alternative methods of strategy development;
- Concepts of Synergy and Symbiosis will be introduced in an examination of Mergers, Acquisitions and strategic alliances involving retailers;
- The relationship between strategy and structure will be examined through analysis of organisation structure and design among retail organisations; networks and virtual organisations will be examined alongside more conventional structures.
- An examination of resource allocation and control in retailing. Emphasis will be given to the key role of information as a resource;

MBA 555 - Customer Relationship Management

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each. The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Aims and Objectives	 Emphasize on the importance of acquiring customers and retaining them for a life time.
	 To provide a conceptual understanding of CRM, its processes, and structure.
	 To enable participants to develop analytical approaches, methodologies, tools, and techniques for

Section 1

• Introduction to Customer Relationship Management

applying CRM.

- CRM An Enterprise-wide View
- CRM Strategy, Planning, Process, and Structure

Section 2

- Customer Acquisition and Retention
- Technology Challenges and Issues in CRM
- CRM Implementation
- CRM Measurements Customer Life Time Value and Customer Equity

- Sales Force Automation
- CRM in B2B, and B2C Markets
- Current Trends, Issues, and Challenges in CRM

MBA 556- Mall Management & Risk Management

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each. The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

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Aims and Objectives	To understand the concept of Malls. To understand the concept of Malls.
Objectives	 To understand commercial lease terms and components.
	 To understand maintenance management concepts.
	 HRM panning for mall management.
	 To raise awareness of security issues
	 To assess the risk components in retail environment
	 To enable understanding techniques to minimize stock losses

Section 1

- Global Overview of Retail and Mall Management
- Introduction to Malls
- Site Selection Process
- Understanding and Review of Commercial Lease
- Tenant Mix
- Marketing Planning and Branding of Malls

Section 2

- Maintenance Management
- Shopping Entertainment
- Shopping Centers
- HRM planning and Organization Structure

- Learn Risk assessment techniques and reduce personal/safety risks
- Techniques of preventing violence against staff
- Improve Cash Security
- Major causes of Retail Crime
- Prevention and deterrence of Retail Crime
- Security and Loss Control Techniques
- Identify Potential Shoplifters and various method they use