



GRG School of Management Studies
PSGR Krishnammal College for Women



CURRICULUM AND SYLLABUS

POST GRADUATE DIPLOMA IN MANAGEMENT OF RETAIL SERVICES (PGDMRT)

[2019 - 2020]

April 2019

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POST GRADUATE DIPLOMA IN MANAGEMENT OF RETAIL SERVICES

PROGRAMME AND CURRICULUM OBJECTIVES

PROGRAMME OBJECTIVES

In line with the vision and mission of the institution, the Post Graduate Diploma in Management of Retail Services (PGDMRT) programme is designed to provide the students with knowledge, skills and attitude for a successful career in management of retail services.

PROGRAMME STRUCTURE

The design of the curriculum of PGDMRT programme is based on the principle of **Knowing (Knowledge), Doing (Skills), and Being (Attitude)**. In this programme the 'Knowing' part comprises a total of nine courses; two basic courses - Business and Management and Corporate Governance and Ethics; and seven specialisation courses - Strategic Retail Management, Retail Store Management, Customer Relationship Management, Retail Branding and Communication, Retail Supply Chain Management, Retail Merchandising, and Digital Marketing. The 'Doing' part comprises two Field Studies. The 'Being' part comprises Communication and Essential Skills for Management. The total number of credits is 42.

CURRICULUM OBJECTIVES

The curriculum is designed to:

1. Familiarise the students to basics of business, management, and issues relating to governance and ethics
2. Enrich their knowledge on key areas relating to management of retail services
3. Enable the students to acquire skills necessary to successfully carve a career in retail management
4. Help students to gain life skills - Communication, and Essential Skills for Management through intensive modules of experiential learning

POST GRADUATE DIPLOMA IN MANAGEMENT OF RETAIL SERVICES

CURRICULUM 2019 - 2020 - AN OVERVIEW

THE PROGRAMME

1. The full-time, one-year PGDMRT programme offered by the Department of Management, (GRG School of Management Studies), PSGR Krishnammal College for Women comprises two semesters, each semester being of approximately 90 working days.
2. The programme is of 42 Credits equivalent of courses. One credit is equivalent to 15 classroom sessions of 60 minutes each. Students are expected to spend an equal time outside the classroom for preparation, assignments, library reading etc.
3. The programme includes courses on basics of Business and Management, Corporate Governance and Ethics, and various aspects of retail management. Students are also required to carry out two field studies. In addition, they are required to successfully complete the two courses under life skills.

STRUCTURE OF THE PGDMRT CURRICULUM

The PGDMRT curriculum is structured as below:

1. Two basic courses (5 credits) - Business and Management, and Corporate Governance & Ethics
2. Seven courses from Retail Management domain (21 credits) - Strategic Retail Management, Retail Store Management, Customer Relationship Management, Retail Branding and Communication, Retail Supply Chain Management, Retail Merchandising, and Digital Marketing.
3. Two Practice Work (12 credits) - Field Study 1 and Field Study 2
4. Two courses as a part of life skills (4 credits) - Communication, and Essential Skills for Management.

ATTENDANCE

1. Students are expected to attend a minimum of 75% of all scheduled classroom sessions during each semester.
2. The Principal/Director may condone the shortage in attendance, in exceptional circumstances, up to a maximum of 10%.
3. Students falling short of the required attendance will not be permitted to appear for the End Semester Examination of the semester.
4. Students who do not complete a semester on account of such shortage of attendance may seek to repeat the semester in the subsequent academic year.

COMPLETION OF THE PGDMRT PROGRAMME

Students are required to complete their PGDMRT programme in all respects within a maximum of three years from the date of their first joining the programme, or as per the rules and regulations of the Bharathiar University in regard.

ASSESSMENT AND EVALUATION

1. The concerned course facilitator shall announce to the students the broad outline of the pedagogy to be adopted for each course. The details of the pedagogy will also be a part of the session plan and course details uploaded on Moodle or other technology-enabled LMS at GRGSMS.
2. Assessment/evaluation of students' performance will be based on both Continuous Internal Assessment (CIA) and End Semester Examination (ESE) for all courses. CIA shall carry a weightage of 60% and the ESE 40%. The ESE will be conducted at the end of each semester.
3. The CIA shall comprise multiple components of assessment such as quizzes, assignments, case discussion, simulation, classroom participation, student presentations, field study, exercise, peer evaluation and mid-semester examination. The faculty concerned may decide appropriate mixture of components for their courses, provided that the 'mid-semester examination' component of CIA shall carry 20% weightage. The remaining weightage (40%) of the CIA shall comprise four other components.

SCHEME OF EXAMINATION

The End Semester Examinations shall be of 3-hour duration irrespective of credits assigned to the Courses. The maximum marks in ESE shall be 100 to be pro-rated to 40%. Mid Semester Examination shall be of two hours duration irrespective of the credits assigned to the Courses. The maximum mark in the mid semester examination shall be 50 and to be pro-rated to 20%.

The End Semester examination question papers shall comprise three sections.

- Section 1 shall comprise 10 questions (all to be answered - each question carrying 2 marks) of objective type that may comprise a combination of fill-in-the-blank, true-or-false, and multiple-choice questions
- Section 2 shall comprise 10 questions (out of which 7 need to be answered - each question carrying 5 marks) that ask for brief descriptive answers of about 100 words (1 page)
- Section 3 shall comprise 5 questions (out of which 3 need to be answered - each question carrying 15 marks) that ask for detailed analytical, descriptive answers of about 300 words (3 pages).

GRADING

The assessment of performance of students in examinations will be based on grade points received instead of numerical marks. For this purpose, letter grades will be used to assess standards of performance. The following letter grades will be used:

Range of Marks	Grade Point	Letter Grade	Description
90 - 100	9.0 - 10	O	Outstanding
90 - 99	9.0 - 9.9	D+	Excellent
75 - 79	7.5 - 7.9	D	Distinction
70 - 74	7.0 - 7.4	A+	Very Good
60 - 69	6.0 - 6.9	A	Good
50 - 59	5.0 - 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	Absent

POST GRADUATE DIPLOMA IN MANAGEMENT OF RETAIL SERVICES

LIST OF COURSES FOR PGDMRT PROGRAMME (2019 - 2020)

Code	Title	Credits
SEMESTER I		
DR19BAM	Business and Management	3
DR19CRM	Customer Relationship Management	3
DR19RSM	Retail Store Management	3
DR19SRM	Strategic Retail Management	3
DR19COM	Communication	2
DR19FS1	Field Study 1	6
	Sub - Total	20
SEMESTER II		
DR19CGE	Corporate Governance and Ethics	2
DR19DMK	Digital Marketing	3
DR19RBC	Retail Branding and Communication	3
DR19RMC	Retail Merchandising	3
DR19SCM	Retail Supply Chain Management	3
DR19ESM	Essential Skills for Management	2
DR19FS2	Field Study 2	6
	Sub - Total	22
	TOTAL	42

SYLLABUS AND COURSE OUTLINE

SEMESTER I - COURSES

Code	Title	Credits
	SEMESTER I	
DR19BAM	Business and Management	3
DR19CRM	Customer Relationship Management	3
DR19RSM	Retail Store Management	3
DR19SRM	Strategic Retail Management	3
DR19COM	Communication	2
DR19FS1	Field Study 1	6
	Total	20

Course Title: **BUSINESS AND MANAGEMENT**
Course Code: DR19BAM
Semester/ Credits: I / 3

Course Objective

This course enriches the knowledge of students in the nature and purpose of business and fundamental principles of management. At the end of this course, students will be able to describe the principles, theories, and the process of management.

Course Coverage

Part 1 (6 hours)

Nature and Purpose of Business

Economic activities - Types - Business - Characteristics and Objectives of Business - Structure of Business - Classification of Business activities - Classification of Industries - Business Environment

Part 2 (6 hours)

Introduction to Management

Management - Nature and purpose - Evolution of management thought - Systems approach to management process - Functions of managers

Part 3 (10 hours)

Planning

Essentials of Planning and Managing by Objectives - Strategies, Policies - Planning Premises - Decision Making

Part 4 (8 hours)

Organizing

Nature of organizing - Organization Structure - Departmentation

Part 5 (10 hours)

Leading

Motivation - Theories - Leadership: Trait, Behaviour, and contingency approaches

Part 6 (5 hours)

Controlling

The System and Process of Controlling - Budgetary and non-budgetary Control Techniques

Pedagogy

Lecture, Case Discussion, Seminar, Exercises

Evaluation and Grading

Case Discussion	...	10%
Presentation	...	10%
Exercises	...	10%
Quiz	...	10%
Mid-Semester Examination	...	20%
End-Semester Examination	...	40%

Reference Books

1. Koontz, Harold and Weihrich, Heinz (2016). *Essentials of Management: An International, Innovation and Leadership Perspective*, 10/e; New Delhi: McGraw Hill Education
2. Tulsian P.C. & Vishal Pandey (2002). *Business Organisation and Management*; New Delhi: Pearson Education
3. Robbins, Stephen P, and Mary Coulter (2017). *Management*, 13/e; New Delhi: Pearson Education

Course Title: **CUSTOMER RELATIONSHIP MANAGEMENT**
 Course Code: DR19CRM
 Semester/ Credits: 1 / 3

Course Objective

This course explains how the process of acquiring, retaining and managing long-term relationship with customers is critical for an organization's success. It also enables the students to understand the utilization of technology in managing customer relationships. At the end of this course, the students will be able to analyze and demonstrate the salient aspects of CRM implementation in various sectors.

Course Coverage**Part 1 (8 hours)***Fundamentals of CRM*

Relationship- Theoretical Perspective - Types of Relationships - Stages of Relationship - Issues in Relationships - Evolution of Relationships as a marketing tool - Emergence of CRM Practice - CRM Cycle - Stakeholders in CRM - Attributes Of CRM - Strategic issues in Relationship Marketing - CRM Success Factors

Part 2 (10 hours)

Types of CRM

Operational CRM - Sales Force Automation, Customer Service, Campaign Management, Analytical CRM - Managing and sharing customer data - Customer information databases - Technological Solutions - Collaborative CRM - Customer Interactions Centre - Contact Centre, Portals in Building Relationship

Part 3 (10 hours)

IT dynamics in CRM

E-CRM - Features - Advantages, Technologies - Functional components of CRM solution - CRM Software Programs, Applications of e-CRM - IT Implementation in CRM - Data Base Management, Database Construction - Data Ware housing, Data Mining - Customer Care Management-EPOS - Multimedia contact center - Leveraging Internet

Part 4 (8 hours)

Applications of CRM in different sectors

Service Sector - Banking, Financial Sector, Insurance, Health Care, Hotel, Aviation Industry, Retail Industry, Telecom Industry, Higher Education, Agriculture

Part 5 (9 hours)

Emerging trends in CRM

Customer Retention - Customer Retention Management - Customer Recall Management - Customer Experience Management - Importance of Employee Factor, Emerging Concepts - Cost Benefit Analysis - Customer Life Time Value - Enterprise Marketing Management - Cloud Based CRM - Social CRM - Mobile CRM

Pedagogy

Lecture, Case Discussion, CRM Demo Software, Seminar

Evaluation and Grading

Quiz	...	10%
Assignment	...	10%
Presentation	...	10%
Case Discussion	...	10%
Mid semester Examination	...	20%
End semester Examination	...	40%

Reference Books

1. Rai, Alok Kumar (2016). *Customer Relationship Management, Concepts and Cases*, 2/e; New Delhi: Prentice Hall
 2. Mullick. N. H (2016). *Customer Relationship Management*; New Delhi: Oxford University Press
 3. Peelan Ed, (2015). *Customer Relationship Management*, 2/e; New Delhi: Pearson Education
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Course Title: **RETAIL STORE MANAGEMENT**
Course Code: DR19RSM
Semester / Credits: I / 3

Course Objective

This course will enable students to understand and analyze the retail store environment. By the end of this course, the students will be able to appreciate the functions to be performed for the initiation and management of a retail store.

Course Coverage

Part 1 (9 hours)

Trading Area Analysis

Importance of Location to a Retailer - Trading Area Analysis - Use of GIS In Trading Area Delineation and Analysis - Delineating the Trading Area of Existing Store and New Store - Characteristics of Trading Areas - Characteristics of Population - Economics Base Characteristics - Nature of Competition and Level of Saturation

Part 2 (10 hours)

Site Selection

Types of location - Isolated Store - Unplanned Business District - Central Business District - Secondary Business District - Neighborhood Business District - String, Planned Shopping center, Regional Shopping Center, Community shopping center, Neighborhood shopping center - Choice of General Location - Location and site evaluation

Part 3 (9 hours)

Operations Management

Operational dimensions - Operating a Retail Business - Operations blueprint, store format, size and space allocation - Personnel Utilization - Store Maintenance - Energy Management and Renovations - Inventory Management - Store Security

Part 4 (9 hours)

Store layout

Store Design - Store Front Design, Interior Design, Lighting Design, Visual Communication - Types of Layouts - Basic Retail, Straight, Diagonal, Angular, Geometric, Mixed floor plans and visual merchandising

Part 5 (8 hours)

Managing the Retail Store

Staffing, Selection, Training the retail employees - Scheduling Employees - Store Meetings - Customer service in retail store - Retail selling and Control - Crisis management

Pedagogy

Lecture, Case Discussion, Exercises, Field Study

Evaluation/Grading

Assignment	...	10%
Presentation	...	10%
Case Discussion	...	10%
Quiz	...	10%
Mid-Semester Examination	...	20%
End-Semester Examination	...	40%

Reference Books

1. Vedamani, Gibson (2017). Retail Management, 5/e; New Delhi: Pearson Education
2. Iyer, B. Sriram (2012). *Retail Store Operations*, New Delhi: McGraw Hill Education
3. Carver, R. James, Patrick, M. Dunne and Robert, F. Lusch (2015). *Retailing*, 8/e; Cengage Learning

4. Agarwal, Vishal (2012). *Store Operations*, 2/e; New Delhi: Biztantra
 5. Cullen Peter and Newman J Andrew (2011). *Retailing: Environment and Operations*, New Delhi: Cengage Learning
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Course Title: **STRATEGIC RETAIL MANAGEMENT**
Course Code: DR19SRM
Semester / Credits: I / 3

Course Objective

This course will enable the students to understand the functions of retailing and the need to develop retail strategies to face highly competitive retail environment. By the end of this course, the students will able to formulate strategies and tactics for successful retail operations.

Course Coverage

Part 1 (7 hours)

Introduction to Retail Management

Introduction to Retailing - Characteristics, Functions of retailer - Importance of Developing and applying Retail Strategy - Building and Sustaining Relationships in Retailing - Value and Value Chain - Retailer Relationships - Technology and Relationships in retailing

Part 2 (9 hours)

Strategic Planning

Strategic Planning in Retailing - Organizational Mission, Objectives - Identifying consumer characteristics and Needs - Integrating Overall Strategy - Designing Strategic Plan

Part 3 (11 hours)

Retail Institutions by Ownership

Retail Institutions Characterised by Ownership - Independent, Chain, Franchising, Leased Department - Vertical Marketing System - Consumer Cooperative - Horizontal Marketing System - Retail institutions by Store based Strategy Mix - Considerations in Planning a Retail Strategy Mix - Evolving Retail Institutions

Part 4 (9 hours)

Web, Non-Store Based and Other Forms of Non-traditional Retailing

Direct Marketing - Direct Selling - Vending Machines - Emergence of Electronic Retailing - Other Non-traditional Forms of Retailing - Multi-Channel Retailing - Advantages and Challenges

Part 5 (9 hours)

Integrating and Controlling the Retail Strategy

Integrating the Retail Strategy - Planning Procedures and Opportunity Analysis - Defining Productivity - Performance Measures and Scenario Analysis - Control - Retail Audit - Retail Audit Forms

Pedagogy

Lecture, Case Discussion, Field Study

Evaluation and Grading

Assignment	...	10%
Quiz	...	10%
Presentation	...	10%
Case Discussion	...	10%
Mid-Semester Examination	...	20%
End-Semester Examination	...	40%

Reference Books

1. Berman, Barry and Joel, R. Evans (2019). *Retail Management - A Strategic Approach*, 13/e; New Delhi: Pearson Education
 2. Pradhan, Swapna (2017). *Retailing Management*, Text and cases, 5/e; New Delhi: McGraw Hill Education
 3. Levy, Michael, Barton Weitz, and Ajay Pandit (2017). *Retailing Management*, 9/e; New Delhi: McGraw Hill Education
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Course Title: **COMMUNICATION SKILLS**
Course Code: DR19COM
Semester/ Credits: I / 2

Course Objective

The course is designed to build oral and written communication skills of students essential to professionals. At the end of the course students will be able to understand and use effective speaking techniques; apply the elements of nonverbal communication, and design and deliver effective presentations using slides and other Audio-visual aids. They would be able to write concretely and effectively business messages and emails using techniques of business writing

Course Coverage

Part 1 (8 hours)

Communicating at Work

Importance of Communication Skills - Understanding the communication Process - Barriers to effective communication - Communication Styles - Communicating assertively, Persuasive communication - Functions of nonverbal communication - Body language - Appearance and Grooming

Part 2 (8 hours)

Designing and Delivering Oral Presentations

Adapting to Audience - Composing the Presentation - Enhancing presentations with slides and other visuals - Art of Delivering the presentation - Body Language - Handling Questions

Part 3 (4 hours)

Effective Writing

Fundamentals of business writing - Adapting your words to your readers -Constructing clear sentences and paragraphs - Writing for positive effect - Crafting messages for electronic media

Part 4 (5 hours)

Writing Business Messages

Directness in good-news and neutral messages - Indirectness in bad-News Messages and persuasive messages - email etiquette

Part 5 (5 hours)**Writing Reports**

Writing Reports - Short reports and long informal reports

Pedagogy

Lecture, Discussion, Class activities, Writing exercises, Role Play

Evaluation and Grading

Presentation	...	25%
Assignment on Writing Business Message	...	25%
Class Participation	...	25%
Online Course	...	25%

Reference Books

1. Bovee, Courtland L, Thill, John V. and Raina, Roshan Lal (2017). *Business Communication Today*, 10/e; New Delhi: Pearson Education
2. Chaturvedi, P. D. and Chaturvedi, Pramilla (2017). *The Art and Science of Business Communication*, 5/e; New Delhi: Pearson Education

Course Title: **FIELD STUDY 1**
 Course Code: DR19FS1
 Semester/ Credits: I / 6

Guidelines for Field Study 1

A field study is one of the most effective methods of learning by experience. It helps students to get immersed in the business environment and provides an opportunity for them to observe key details of a company, learn contemporary management practices and gain insights into application of theories.

Objectives of the Field Study

- To gain exposure to and experience in any well-established company in the retail sector.
- To be able to apply their theoretical knowledge in a real time situation in the organisation and integrate with practical business operations.
- To be able to provide own perspectives and insights based on their experience with the company.

Choice of Organisation

The students can carry out their field study work in any of the leading companies in the retail sector in Coimbatore.

The company identified by the student should be approved by the faculty guide. An acceptance letter issued by the company should be submitted to the programme administrator before the commencement of the field study. Complete details of the company guide should be intimated to the faculty guide for the smooth flow of the process.

Focus area for Field study

Students should spend about 4 weeks full-time in the company. During this period, they should gather all possible information relating to the company, its organisational structure and systems, businesses, operations, processes, customers, and transactions. This list is only indicative and not exhaustive. The required information may be collected through continuous interaction and discussion with the company executives, physical observation, published materials, newsletters, organisation manuals, company websites etc.

A further period of about 2 weeks should be spent in analysing the information so gathered with a view to identifying a few major challenges faced by the company and suggesting ways and means for addressing such challenges. These could be relating to strategic retail management, retail supply chain, customer relationship management, retail merchandising and digital marketing. Application of the student's theoretical knowledge to practice is the key in this work.

Credits

The field study entails 6 Credits (approx. 50 hours of intense hands-on work, excluding preparation, analysis, and report writing of approx. 25 hours of work).

Report and Presentation

- At the end of their field study, students are required to submit a written report to their faculty guide. The report should be clear, comprehensive, and bring out their learning.
- Students are required to make a presentation to a faculty group (including the faculty guide) on their field study.

Outcome

At the end of the field study, the student should be able to:

- Explain in detail the organisation, products, services, and operations of a company in the retail sector.

- Provide insights for improvement in the performance of a company
- Communicate and relate to peers, customers and others in a more effective manner.
- Be better equipped to be employed in or start a retail organization.

Evaluation

Evaluation of a student's field study will be based on four factors:

- Assessment and feedback from the company guide - 20%
 - Assessment by the faculty guide - 30%
 - Presentation - 30%
 - Written report - 20%
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SYLLABUS AND COURSE OUTLINE**SEMESTER II - COURSES**

Code	Title	Credits
DR19CGE	Corporate Governance and Ethics	2
DR19DMK	Digital Marketing	3
DR19RBC	Retail Branding and Communication	3
DR19RMC	Retail Merchandising	3
DR19SCM	Retail Supply Chain Management	3
DR19ESM	Essential Skills for Management	2
DR19FS2	Field Study 2	6
	Total	22

Course Title: **CORPORATE GOVERNANCE & ETHICS**
Course Code: DR19CGE
Semester / Credits: II / 2

Course Objectives

This course is intended to provide students with a broad knowledge issues relating to corporate governance and ethical dilemmas. At the end of the course the student would be able to recognise the theory and practice of corporate governance and analyse and resolve ethical dilemmas in business

Course Coverage

Part 1 (6 hours)

Understanding Corporate Governance

Corporate Governance - An Overview - The Theory and Practice of Corporate Governance - Landmark in the emergence of Corporate Governance

Part 2 (10 hours)

Stakeholders in Corporate Governance

Rights and Privileges of Shareholders - Investors' Problems and Protection - Corporate Governance and Other Stakeholders

Part 3 (7 hours)

Role of Directors and Auditors in Governance

Board of Directors - A Powerful Instrument in Corporate Governance - Role, Duties and Responsibilities of Auditors

Part 4 (7 hours)

Facilitators and Regulators

Business Ethics and Corporate Governance - Corporate Social Responsibility - SEBI - The Indian Capital Market Regulator - The Role of Government in Ensuring Corporate Governance

Pedagogy

Lectures, Role Play, Seminar, Case Discussion

Evaluation and Grading

Case Discussion	...	10%
Presentation	...	10%

Assignment	...	10%
Role Play	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Mandal, S.K (2017). *Ethics in Business and Corporate Governance, 2/e*; New Delhi: McGraw Hill Education
 2. Fernando, A.C (2012). *Corporate Governance: Principles, Policies and Practices, 2/e*; New Delhi: Pearson Education
 3. Ghosh, B.N (2012). *Business Ethics and Corporate Governance*, New Delhi: McGraw Hill Education
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Course Title: **DIGITAL MARKETING**
 Course Code: DR19DMK
 Semester/ Credits: II / 3

Course Objective

This course intends to provide an understanding of the various digital marketing platforms and tools available to marketers and their role in creating a cohesive and effective digital marketing strategy. At the end of this course, the students will be able to design and develop an integrated digital marketing plan for an organization.

Course Coverage

Part 1 (10 hours)

Introduction and SEO

An introduction to Digital Marketing - Traditional versus Digital Marketing - Internet Users in India - P-O-E-M Framework - Search Engine Optimization - Search Engine Result Pages - Search Behavior - The Process - Goals - On-Page Optimization - Off-Page Optimization - Analyze, Exercises

Part 2 (8 hours)

Pay Per Click and Digital Display Ads

PPC Definition, Process - Goals, Setup, Manage and Analyze - Digital Display Advertising Definition, Process - Define, Format, Configure and Analyze - Display Advertising - Industry Overview

Part 3 (8 hours)

Email Marketing and Mobile Marketing

Email Marketing - Definition, Process - Data, Design, Delivery and Discovery, Mobile Marketing - Definition, Process - Opportunity - Mobile Industry Opportunities and Challenges, Optimize - Mobile Optimized websites, App Development, Advertise - Proximity Marketing - SMS Marketing and Analyze

Part 4 (12 hours)

Social Media Marketing

Definition - Process - Goals, Channels - Facebook, LinkedIn, Twitter, Google+, YouTube, Blogs, Pinterest, Instagram, Snapchat - Implement - Listening, Publishing, Events, Groups, Analyze, Digital Public Relations - Influencer Marketing - Emerging trends - Programmatic Advertising - Video Marketing - Social Messaging Apps - Social Media Stories

Part 5 (7 hours)

Strategy and Planning

Digital Marketing Plan - Structure - Situation Analysis, Audience - Information Gathering - Google Tools - Building Customer Profile - Activities - Objectives - Tools - Action plan - Budget - Analysis

Pedagogy

Lecture, Case Discussion, Web Exercises, Online Course

Evaluation and Grading

Online Course	...	10%
Quiz	...	10%
Assignment	...	10%
Case Discussion	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Gupta Seema (2018). *Digital Marketing*, Chennai: McGraw Hill Education
 2. Dodson Ian, (2017). *The Art of Digital Marketing*, New Delhi: Wiley India
 3. Bhatia Singh Puneet (2017). *Fundamentals of Digital Marketing*, Noida: Pearson Education
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Course Title: **RETAIL BRANDING AND COMMUNICATION**
Course Code: DR19RBC
Semester / Credits: II / 3

Course Objective

This course enables the students to understand the significance of branding and communication in a competitive retail landscape. By the end of this course, the students will be able to identify the sources and outcomes of brand equity, and develop communication strategies for retail organizations.

Course Coverage

Part 1 (7 hours)

Establishing and Maintaining a Retail Image

Retail Image - Significance - Components - Dynamics - Atmosphere

Part 2 (8 hours)

Developing a Brand Strategy

Brand Identity - Brand Elements - Brand Positioning - Steps of Brand Building

Part 3 (10 hours)

Brand Equity

Building Brand Equity- Brand Value Chain - Measuring Brand Equity - Private Labels- Store Branding

Part 4 (10 hours)

Integrating Marketing Communications

Elements of the Retail Promotion Mix - Advertising, Sales Promotion, Personal Selling - Public Relation and Publicity - Point of Purchase Displays - Social Media, and Mobile Media - Developing Integrated Communication Programme

Part 5 (10 hours)

Retail Promotion Strategy

Promotional Objectives - Budget - Establishing, Selecting, Implementing and Reviewing Promotional Plan

Pedagogy

Lecture, Case Discussion, Field Study

Evaluation and Grading

Assignment	...	10%
Presentation	...	10%
Quiz	...	10%
Case Discussion	...	10%
Mid-Semester Examination	...	20%
End-Semester Examination	...	40%

Reference Books

1. Kevin, Lane Keller, M. G. Parameswaran, and Isaac Jacob (2015). *Strategic Brand Management*, 4/e; New Delhi: Pearson Education
2. Sudhakar, G. P (2013). *Integrated Retail Marketing Communication*, New Delhi: PHI Learning
3. Berman, Barry and Joel, R. Evans (2019). *Retail Management - A Strategic Approach*, 13/e; New Delhi: Pearson Education
4. Pradhan, Swapna (2017). *Retailing Management, Text and cases*, 5/e; New Delhi: McGraw Hill Education

Course Title: **RETAIL MERCHANDISING**
 Course Code: **DR19RMC**
 Semester / Credits: **II / 3**

Course Objective

This course enables the students to understand the principles and decisions involved in retail merchandising. By the end of this course, the students will be able to develop a merchandise plan for a retail store in accordance with the target market requirements.

Course Coverage

Part 1 (9 hours)

Developing Merchandise Plans

Principles and Concepts of Merchandising - Merchandising Philosophy - Buying Organization Formats and Processes - Devising Merchandise Plans - Category Management - Key Components, Category Captain - Merchandising Strategy

Part 2 (8 hours)

Implementing Merchandise Plans

Quantity Decisions and Stock Management - Process - Gathering Information - Selecting the Source, Evaluating Merchandise - Negotiating the Purchase, Concluding the Purchase - Receiving and Stocking Merchandise - Reordering - Re-evaluating

Part 3 (9 hours)

Logistics and Inventory Management

Logistics - Performance Goals - Order Processing and Fulfillment - Transportation and Warehousing - Customer Transactions and Customer Service - Inventory Management - Retailer Tasks - Inventory Levels - Merchandise Security - Reverse Logistics and Inventory Analysis

Part 4 (10 hours)

Financial Merchandise Management

Inventory Valuation - Cost Method and Retail Method, Merchandise Forecasting and Budgeting: Dollar Control - Designating Control Units - Sales Forecasting, Inventory Level Planning - Reduction Planning, Unit Control Systems - Physical Inventory Systems, Perpetual Inventory Systems - Financial Inventory Control - Integrating Dollar and Unit Concepts

Part 5 (9 hours)

Pricing Merchandise

Components of Retail Price - Developing a Retail Price Strategy - Retail Objectives, Implementing Pricing Strategy - Adjustments - External Factors Affecting a Retail Price Strategy

Pedagogy

Lecture, Case Discussion, Field Study

Evaluation and Grading

Assignment	...	10%
Case Discussion	...	10%
Presentation	...	10%
Quiz	...	10%
Mid-Semester Examination	...	20%
End-Semester Examination	...	40%

Reference Books

1. Berman Barry, Joel R Evans, Mathur Mini (2017). *Retail Management - A strategic approach*, 13/e; New Delhi: Pearson Education
2. Swapna Pradhan (2010). *Retailing Merchandising*, New Delhi: McGraw Hill Education
3. Varley, Rosemary (2014). *Retail Product Management: Buying and Merchandising*, 3/e; Routledge

Course Title: **RETAIL SUPPLY CHAIN MANAGEMENT**
 Course Code: DR19SCM
 Semester/ Credits: II / 3

Course Objective

This course will enable the students to understand the significance of supply chain management function in achieving cost-effective distribution of goods and services. At the end of this course, the students will be able to develop supply chain strategies to suit various retail formats.

Course Coverage**Part 1 (10 hours)*****Introduction to Retail Supply Chain***

Retail Supply Chain and Logistics - Retail Supply Chain Elements - Merchandise Planning - Assortment and Space Management

Part 2 (12 hours)

Retail Product and Logistics

Product Design - IT for Retail Product Life Cycle Management - Retail Distribution and Replenishment - Retail Transport - Warehousing - Contemporary Issues

Part 3 (13 hours)

Managing Retail Stakeholder Relationships

Retail Supplier Relationship Management - Merchandise Procurement - IT for Sourcing - Retail Customer Relationship Management - Multi Channel Retailing - Retail Loyalty Programmes

Part 4 (10 hours)

Category and Format Specific Supply Chain

Managing Supply Chains of Different Retail Formats - Retailing of Financial Products and Other Categories - Information Technology for Retail

Pedagogy

Lecture, Case Discussion, Seminar

Evaluation and Grading

Assignment	...	10%
Quiz	...	10%
Case Discussion	...	10%
Presentation	...	10%
Mid Semester Examination	...	20%
End Semester Examination	...	40%

Reference Books

1. Chopra, Sunil, Peter Meindl and D.V. Kalra (2018). *Supply Chain Management: Strategy, Planning and Operation, 7/e*; New Delhi: Pearson Education
2. Ray, Rajesh (2010). *Supply Chain Management for Retailing*, New Delhi: McGraw Hill Education

3. Fernie, John and Leigh Sparks (2014). *Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain*, 4/e; New Delhi: Kogan Page
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Course Title: **ESSENTIAL SKILLS FOR MANAGEMENT**
Course Code: DR19ESM
Semester/ Credits: II / 2

Course Objective

This course is designed to build the essential soft skills required to be successful in management. At the end of this course, students will be able to display desirable personality traits critical to be successful in management.

Course Coverage

- Self-Discovery and Goal setting
- Positive Thinking
- Decision Making
- Stress Management
- Time Management
- Emotional Intelligence
- Conflict Management
- Interpersonal Skills
- Teamwork

Pedagogy

Discussion, Experiential Class Activities, Exercises

Evaluation and Grading

Presentation	...	30%
Assignment	...	30%
Class Participation	...	20%
Exercises	...	20%

Reference Books

1. Hayes, John (2012). *Interpersonal skills at work*, 2/e; New Delhi: Routledge
 2. Alex.K. (2011). *Soft Skills*, 2/e; New Delhi: S Chand
 3. Ghosh. B.N. Ed. (2012). *Managing Soft Skills for Personality Development*, New Delhi: McGraw Hill Education
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Course Title: **FIELD STUDY 2**
Course Code: DR19FS2
Semester/ Credits: II / 6

Guidelines for Field Study 2

A field study is one of the most effective methods of learning by experience. It helps students to get immersed in the business environment and provides an opportunity for them to observe key details of a company, learn contemporary management practices and gain insights into application of theories.

Objectives of the Field Study

- To gain exposure to and experience in any well-established company in the retail sector.
- To be able to apply their theoretical knowledge in a real time situation in the organisation and integrate with practical business operations.
- To be able to provide own perspectives and insights based on their experience with the company.

Choice of Organisation

The students can carry out their field study work in any of the leading companies in the retail sector in Coimbatore.

The company identified by the student should be approved by the faculty guide and it should not be carried in the same company where field study 1 was carried out. An acceptance letter issued by the company should be submitted to the programme administrator before the commencement of the field study. Complete details of the company guide should be intimated to the faculty guide for the smooth flow of the process.

Focus area for Field study

Students should spend about 4 weeks full-time in the company. During this period, they should gather all possible information relating to the company, its organisational structure and systems, businesses, operations, processes, customers, and transactions. This list is only indicative and not exhaustive. The required information may be collected through continuous interaction and discussion with the company executives, physical observation, published materials, newsletters, organisation manuals, company websites etc.

A further period of about 2 weeks should be spent in analysing the information so gathered with a view to identifying a few major challenges faced by the company and suggesting ways and means for addressing such challenges. These could be relating to strategic retail management, retail supply chain, customer relationship management,

retail merchandising and digital marketing. Application of the student's theoretical knowledge to practice is the key in this work.

Credits

The field study entails 6 Credits (approx. 50 hours of intense hands-on work, excluding preparation, analysis, and report writing of approx. 25 hours of work).

Report and Presentation

- At the end of their field study, students are required to submit a written report to their faculty guide. The report should be clear, comprehensive, and bring out their learning.
- Students are required to make a presentation to a faculty group (including the faculty guide) on their field study.

Outcome

At the end of the field study, the student should be able to:

- Explain in detail the organisation, products, services, and operations of a company in the retail sector.
- Provide insights for improvement in the performance of a company
- Communicate and relate to peers, customers and others in a more effective manner.
- Be better equipped to be employed in or start a retail organization.

Evaluation

Evaluation of a student's field study will be based on four factors:

- Assessment and feedback from the company guide - 20%
 - Assessment by the faculty guide - 30%
 - Presentation - 30%
 - Written report - 20%
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