



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

Programme: PGDM

Trimester: IV

Period: July'19 – Sept'19

Course Code:

Name of the subject: Retail Marketing

Maximum marks: 100 (60+40)

No. of Sessions: 10 (3 hrs each)

Name of the Faculty: Kala Mahadevan

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Email: kalamahadevan@hotmail.com

Program Outcomes (PO)	Course Outcomes (CO)
1. Analytical Skills and Critical Thinking	1. Analyse the retail sector and consumer behaviour in retail.
2. Interpret and analyze information in order to evaluate and make sound decision:	2. Evaluate the various retail formats and theories
3. Leadership	3. Develop Merchandising, Store Management and Service issues through an application of concepts
4. Social-sensitivity	4. Analyse Retail Pricing and Communication, Information technology and Supply Chain Management issues in retail.
	5. Analyse financial and HR issues in retail.

Reference Books:

1. Retailing management – Michael Levy
2. Retail Management – Barry Berman and Joel Evans
3. Retailing Management – Text and Cases – Swapna Pradhan
4. Retailing marketing management – David Gilbert

A. Plan:

Session No.	Pl. Date	Topic	Ref. Study Material	Course Outcomes
1		Introduction to Retailing/ Theories of retail development/ Types of retailers	Retailing Management – Michael Levy	1 (refer Course Outcomes detailed above)
2		Types of Retailers/ Consumer behaviour in retail	Retailing Management – Michael Levy	1 and 2
3		Retail Locations	Retailing Management – Michael Levy	3
4		Internal Test & Lecture – Merchandise Management	Retailing Management – Michael Levy	3
5		Store Management	Retailing Management – Michael Levy	3
6		Retail Pricing and Communication Mix	Retailing Management – Michael Levy	4
7		Servicing the retail consumer	Retailing Management – Michael Levy	4
8		Internal Test & Lecture – Information technology and Supply Chain Management in retail	Retailing Management – Michael Levy	4



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9		Financial Strategies and HR in retail	Retailing Management – Michael Levy	5
10		Class Presentations		

Other Reference Material

1. Retail Management – Barry Berman and Joel Evans
2. Retailing Management – Text and Cases – Swapna Pradhan
3. Retailing marketing management – David Gilbert

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (current affairs)	<ul style="list-style-type: none"> • Case study of Subhiksha – Rise and fall • Case study of Zara in Indian retail industry • IKEA Case Study in India • Big Basket v/s Grofers – A case study on the online FMCG/Grocery market in India 	To be able to analyse the various issues relating to the chosen case study and recommend solutions for the same	<ol style="list-style-type: none"> 1. Subhiksha : An Indian Retail Behemoth's Rise and Fall (A Case Study). 2. Zara – developed from articles on the internet 3. IKEA - "IKEA and emerging market strategy: Can IKEA adapt its unique service experience to India?" By Tom McNamara and Irena Descubes The ESC Rennes School of Business Working Paper – October 13, 2014 4. Big Basket vs Grofers--Students to do a comparative analysis of strategies based on secondary research
2	Academic Projects	Project on detailed study of any one retailer	To understand the working of the selected retailer in detail.	
3	Group Discussion			
4	Role Play			
5	Industry Visit			



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Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
6	Business Quiz / Business News sharing	Marketing Quiz on retail sector in India	To get acquainted with the Indian retail sector	Internet
7	Videos / Simulation			
8	Use of Software and Labs			
9	Any other activity - Book Review	It Happened in India by Kishore Biyani	To draw inferences from the entrepreneurial journey of the Future Group and its challenges	

C. Innovative pedagogy adopted:

Students will be asked to prepare a project on a detailed study of any retailer of their choice. The project will include a primary survey component.

Prepared by:
Faculty

Reviewed by:
Specialisation

Approved by:
ADC

Date:

Date:

Date:

A. Execution:

<u>Session No.</u>	<u>Actual Date</u>	<u>Topic Covered</u>	<u>Attendance %</u>	<u>Evaluation Method</u>	<u>Case Study Ref.</u>	<u>Quiz Ref.</u>	<u>CR Sign</u>



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B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test(2 for PGDM)	Mandatory (MCQ, Descriptive, . Etc)	20
Assignments/ Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60

C. Student Performance Analysis:

<u>Avg. Attendance</u>	<u>Avg. Internal Marks</u>	<u>% Failed in Internals</u>	<u>Avg. Final Marks</u>	<u>% Failed in Final</u>	<u>No. of best students > 80%</u>	<u>No. of students needs improvement</u>

D. Attainment:

	CO1	CO2	CO3	CO4	CO5
PO1					
PO2					
PO3					
PO4					

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

- 1. Coursera – Course on Channel Management and Retailing**
<https://www.coursera.org/learn/channel-management>
- 2. EDX – Introduction to Retail Management**
<https://www.edx.org/course/introduction-to-retail-management>



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Signature of Faculty

Signature of the Co-ordinator / ADC