

BBA 612-18 -Retailing and Logistics Management

Course Objective: The objective is to develop an understanding of modern day retailing and its management. It also aims to gain familiarity with logistic and supply chain management and its importance in business

CO1 Understand the significance of retailing and various retail formats available

CO2 Gain knowledge of retailing strategy and financial and human resource management in retailing

CO3 Comprehend merchandise and store management strategy

CO4 Develop an understanding of Supply Chain Management and Logistics.

UNIT I

Retailing: Definition, Scope, Economic significance, Opportunities in retailing, various retail formats, Multichannel retailing including online retailing (E-tailing), Changing scenario of retail,

Customer Buying Behavior in Retailing: Types of buying decisions, Buying process, Social factors influencing buying decisions in retailing.

UNIT II

Retailing Strategy: Retail strategy, Target market and retail planning process, Financial strategy.**Retail Locations and Site Selection,** location opportunities, factors affecting the site selection,estimating demand for a new location. **Human Resource Management in Retailing:** Gaining competitive advantage through HRM, Designing retail organization structure, Motivating retail employees.

UNIT III

Merchandise Management: Planning merchandise, buying merchandise, Pricing decision for merchandise. Retail Communication Mix: Developing brands and building customer loyalty, Promotion strategy, planning a retail promotion strategy. **Store Management:** Managing the store, store layout, design and visual merchandising.

UNIT IV

Supply Chain & Logistics Management –Introduction, Difference between Logistics and Supply Chain Management, Role of Logistics in an Economy, Challenges in Supply Chain & Logistics Management, Logistics and Customer Relationships Management, Logistics - Functions, Logistics - Structure, Logistics – Costs, Customer Service & Logistics Management, Logistics in Organised Retail in India

Suggested Books:

- Levy, Weitz, & Pandit, '*Retail Management*', Tata McGraw Hill, New Delhi.
- Cullen, '*Retailing : Environment and Cases*' Cengage India
- Barry Berman & Joel R Evans, '*Retail Management*', PHI, New Delhi.
- Dunne '*Introduction to Retail*' Cengage Learning.
- Myerson, '*Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design*', Pearson FT Press.