

St. Joseph's College of Commerce (Autonomous)

163, Brigade Road, Bangalore – 560025

LESSON PLAN

Subject Name: Retail and Logistics Management

Paper No. EL 15 MK 505

Lecture Hrs: 60

Objective: The course has been designed considering the significance of retail in developing countries. It will capture the challenges and opportunities faced by the retail industry. The emphasis will be on strategic issues and recent trends. The course will create a foundation for students to consider retail as a career option. It will give student insights about know-how of operating resources to manage business in an efficient manner.

S. No.	Unit and Topics	No. of Lectures (Hrs)	Pedagogy	Evaluation/Learning Confirmation
Module 1: Introduction (6 Hrs)				
1	Retailing and economic significance, Functions and type of retailer	2	Lecture	MCQs
2	Trends in retailing, International retailing, retailing as a career	1	Lecture	
3	Retail management decision process, service retailing	2	Lecture	
4	Ebay expands around the globe	1	Case study	Discussions
Module 2: Retailing Environment (10 Hrs)				
5	Theories of retailing	3	Lecture	Essay
6	Multichannel retailing	3	Lecture	
7	Retail mix	2	Lecture	
8	Fast food retailing in India	2	Case study	Discussions
Module 3: Store Loyalty Management and Retail Location (14 Hrs)				
9	Store loyalty management and visual merchandising	4	Lecture	MCQs
10	Private labels	3	Lecture	
11	Retail location, site location	4	Lecture	
12	Big Bazar- The route to the Indian mass market	3	Case study	Discussions
Module 4: Merchandise Management (10 Hrs)				
13	Meaning, Role and responsibilities of merchandiser and buyer, functions of buying for different organization	3	Lecture	Essay
14	Merchandise planning. Sourcing, Methods of procuring	3	Lecture	
15	Retail pricing	2	Lecture	

16	Men's warehouse: Adding complementary merchandise and service to bring customer value	2	Case study	Discussions
Module 5: Category Management (10 Hrs)				
17	Concept, components of Category management, Category management business process	2	Lecture	MCQs
18	Concept of category, roles	1	Lecture	
19	Category assessment, performance measures, strategies,	2	Lecture	
20	Category tactics, plan implementation, review	2	Lecture	
21	Lowe's category potential among female shoppers	3	Case study	Discussions
Module 6: Logistics Management (10 Hrs)				
22	Concept of SCM	2	Lecture	Essay
23	Role, functions, importance, objectives of market logistics	2	Lecture	
24	Integrated logistics systems, market logistics decisions	2	Lecture	
25	Marico supply chain	4	Case Study	Discussions

Note: The case/assignment/project/ will be provided in advance through proper channel (e-mail/in- person).

Text/ Reference Books:

1. Levy M., Weitz B., and Pandit A. (2008) Retailing Management, McGraw Hill Education, 6/e (SIE)
2. Berman B., Evans J. and Mathur M. (2011) Retail Management: A Strategic Approach, Pearson Education, 11/e
3. Pradhan S. (2007) Retailing Management: Text and Cases, Tata McGraw Hill, 2/e
4. Kulkarni S. and Sharma A. (2004) Supply Chain Management, Tata McGraw Hill, 2/e