

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	3			Effective From	June 2024			
Course Code	MGMB17303	Course Name	Retailing and Franchising (R&F)					
Teaching Scheme					Examination Scheme			
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Understand the fundamental concepts of retailing.
CO2	Understand the retail market strategy for a given situation.
CO3	Develop a retail site selection and store location strategy for a given situation.
CO4	Understand the concepts of merchandise management.
CO5	Recommend the retail strategy pertaining to store design for a given situation.
CO6	Analyse existing franchises and their business models.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	2	1	1
CO2	3	1	1	2	1	1
CO3	3	2	1	1	1	2
CO4	3	1	1	1	1	1
CO5	3	2	1	1	1	2
CO6	3	1	1	1	2	2

Sr. No.	Module	Description	CO	Marks	Hours
1	I	Understanding Retail:	1, 2	10	10
		• What is retailing?			
		• Functions of a retailer, elements of retailing			
		• Value addition through retail			
		• Organized v/s unorganized retail			
		• Indian Retail scenario			
		Retail formats:			
		• Evolution of retail formats			
		• Store and non-store retail formats			
		• Life Cycle in Retail			
		• Multi-channel and Omni-channel retailing			
		Retail Market strategy:			
		• Situation analysis			
		• Objectives			
		• Identification of customers			
		• Overall strategy			
• Specific activities					
• Control					
2	II	Choosing a Store Location:	3, 4	12	10
		• Importance of location to a retailer			
		• Trade Area Analysis <ul style="list-style-type: none"> ○ Size and shape – primary, secondary and fringe ○ Characteristics of trading areas 			
		• Types of retail locations <ul style="list-style-type: none"> ○ Isolated store ○ Unplanned business district ○ Planned shopping center 			
		• Location and Site evaluation			
		Financial Dimensions:			

		<ul style="list-style-type: none"> ● Asset Management <ul style="list-style-type: none"> ○ Strategic Profit Model 			
		Retail Merchandising:			
		<ul style="list-style-type: none"> ● Devising merchandise plans <ul style="list-style-type: none"> ○ Factors to be considered – innovativeness, assortment, brands, timing, allocation, forecast 			
		<ul style="list-style-type: none"> ● Category management 			
		<ul style="list-style-type: none"> ● Merchandise sources 			
3	III	Store Design:	5	14	10
		<ul style="list-style-type: none"> ● Store layout <ul style="list-style-type: none"> ○ Types of store layouts – Grid, racetrack, free flow ○ Allocation of floor space ○ Classification of store offerings ○ Traffic flow pattern 			
		<ul style="list-style-type: none"> ● Signage, feature areas 			
		<ul style="list-style-type: none"> ● Store Atmosphere <ul style="list-style-type: none"> ○ Flooring, color, scents and sounds ○ Store fixtures, light fixtures ○ Wall textures 			
		<ul style="list-style-type: none"> ● Visual Merchandising <ul style="list-style-type: none"> ○ Purpose, fixtures ○ Merchandise presentation techniques 			
4	IV	Franchising:	6	14	10
		<ul style="list-style-type: none"> ● Meaning and definition 			
		<ul style="list-style-type: none"> ● Advantages and disadvantages <ul style="list-style-type: none"> ○ Franchisor and Franchisee 			
		<ul style="list-style-type: none"> ● Types of franchisees – product, distribution, business format 			
		<ul style="list-style-type: none"> ● Components of a Franchise system <ul style="list-style-type: none"> ○ Costs, controls, terminations and renewals 			
		<ul style="list-style-type: none"> ● Franchise Agreement and Franchise Disclosure Document 			

	<ul style="list-style-type: none"> ● Evaluating a Franchise opportunity <ul style="list-style-type: none"> ○ Warning signs before choosing a Franchise ○ Researching and verifying <ul style="list-style-type: none"> ▪ Existing Franchisees ▪ Previous Franchisees ▪ Financial Information ▪ Market research ▪ Background checks 			
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References:

Books:	
1.	Berman, B., Evans, J. R., & Chatterjee, P. (2020). <i>Retail Management – A Strategic Approach</i> (13th ed.). Pearson.
2.	Levy, M., Weitz, B., & Grewal, D. (2021). <i>Retail Management</i> (10th ed.). McGraw Hill.
3.	Nayak, J. K., & Dash, P. C. (2017). <i>Retail Management</i> (1st ed.). Cengage.
4.	Vedamani, G. G. (2018). <i>Retail Beyond Detail: The Great Indian Retailing Business</i> (1st ed.). Sage Publishing.
5.	Pradhan, S. (2020). <i>Retailing Management</i> (6th ed.). McGraw Hill.
6.	Brand Equity
7.	Journal of Retailing
8.	Indian Journal of Marketing
9.	www.afaqs.com
10.	www.consumerpsychologist.com
11.	www.marketingweek.com