### MBA (RETAIL MANAGEMENT)

#### I SEMESTER

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Code</th>
<th>Course Title</th>
<th>Max. Marks</th>
<th>Minimum Passing Marks</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>MBAC 1001</td>
<td>Management Concepts &amp; Organisational Behaviour</td>
<td>100</td>
<td>50</td>
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<tr>
<td>2</td>
<td>MBAC 1002</td>
<td>Managerial Economics</td>
<td>100</td>
<td>50</td>
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<td>3</td>
<td>MBAC 1003</td>
<td>Accounting for Managers</td>
<td>100</td>
<td>50</td>
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<td>4</td>
<td>MBAC 1004</td>
<td>Business Environment &amp; Law</td>
<td>100</td>
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<tr>
<td>5</td>
<td>MBAC 1005</td>
<td>Research Methodology</td>
<td>100</td>
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#### II SEMESTER

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<tr>
<th>Sl.No.</th>
<th>Code</th>
<th>Course Title</th>
<th>Max. Marks</th>
<th>Minimum Passing Marks</th>
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<tbody>
<tr>
<td>1</td>
<td>MBAC 2001</td>
<td>Financial Management</td>
<td>100</td>
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<td>2</td>
<td>MBAC 2002</td>
<td>Marketing Management</td>
<td>100</td>
<td>50</td>
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<td>3</td>
<td>MBAC 2003</td>
<td>Human Resources Management</td>
<td>100</td>
<td>50</td>
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<td>4</td>
<td>MBAC 2004</td>
<td>Operations Management</td>
<td>100</td>
<td>50</td>
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<tr>
<td>5</td>
<td>MBAC 2005</td>
<td>Strategic Management</td>
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#### III SEMESTER

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<th>Sl.No.</th>
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<tbody>
<tr>
<td>1</td>
<td>MBAR 3001</td>
<td>Retail Marketing</td>
<td>100</td>
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<tr>
<td>2</td>
<td>MBAR 3002</td>
<td>Store, Location, Design &amp; Visual Merchandising</td>
<td>100</td>
<td>50</td>
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<tr>
<td>3</td>
<td>MBAR 3003</td>
<td>Retail Planning &amp; Legal Issues</td>
<td>100</td>
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<td>4</td>
<td>MBAR 3004</td>
<td>Retail Shoppers Behaviour</td>
<td>100</td>
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<td>5</td>
<td>MBAR 3005</td>
<td>Retail Branding Strategy</td>
<td>100</td>
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#### IV SEMESTER

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<th>Sl.No.</th>
<th>Code</th>
<th>Course Title</th>
<th>Max. Marks</th>
<th>Minimum Passing Marks</th>
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<tr>
<td>1</td>
<td>MBAR 4001</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>100</td>
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<td>2</td>
<td>MBAR 4002</td>
<td>Customer Relationship Management</td>
<td>100</td>
<td>50</td>
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<tr>
<td>3</td>
<td>MBAR 4003</td>
<td>Retail Information System &amp; E-Retailing</td>
<td>100</td>
<td>50</td>
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<tr>
<td>4</td>
<td>MBAR 4004</td>
<td>Retail Sales Techniques &amp; Promotion</td>
<td>100</td>
<td>50</td>
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<td>5</td>
<td>MBAR 4005</td>
<td>Global Competitiveness &amp; Retailing</td>
<td>100</td>
<td>50</td>
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</tbody>
</table>
MBA – I Semester

PAPER – I

MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR

Paper Code: MBAC 1001

Objectives

Ø to provide conceptual understanding of Management Concepts
Ø to familiarize the students with the contemporary issues in Management
Ø to understand and appreciate the human behaviour in organisations

UNIT - I

UNIT – II
An Overview of Staffing, Directing and Controlling Functions - Organising - Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - Emerging Trends in Corporate Structure, Strategy and Culture - Impact of Technology on Organisational design - Mechanistic Vs Adoptive Structures - Formal and Informal Organisation

UNIT – III
Perception and Learning - Personality and Individual Differences - Motivation and Job Performance - Values, Attitudes and Beliefs - Stress Management - Communication Types-Process - Barriers - Making Communication Effective

UNIT – IV
Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture - Organisational Change and Development.

UNIT – V

REFERENCES
Koontz, Weirich & Aryasri, PRINCIPLES OF MANAGEMENT, Tata McGraw-Hill, NewDelhi, 2004
Objectives

- To introduce the economic concepts
- To familiarize with the students the importance of economic approaches in managerial decision making
- To understand the applications of economic theories in business decisions

UNIT – I


UNIT-II


UNIT-III


UNIT-IV


UNIT – V
MBA - I Semester

PAPER –III

ACCOUNTING FOR MANAGERS

Paper code: MBAC 1003

Objectives

- To acquaint the students with the fundamentals principles of Financial, Cost and Management Accounting
- To enable the students to prepare, Analyse and Interpret Financial Statements
- To enable the students to take decisions using Management Accounting Tools.

UNIT-I


UNIT-II

UNIT-III

UNIT-IV
Marginal Costing - Marginal cost and Marginal costing - Importance - Break-even Analysis - Cost Volume Profit Relationship – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, Accepting a foreign order, Deciding sales mix.

UNIT-V

[Note: Distribution of Questions between Problems and Theory of this paper must be 60:40 i.e., Problem Questions: 60 % & Theory Questions: 40 %]

REFERENCES
Jelsy Josheph Kuppapally, ACCOUNTING FOR MANAGERS, PHI, Delhi, 2010.
Paresh shah, BASIC ACCOUNTING FOR MANAGERS, Oxford, Delhi, 2007
Ambrish Gupta, FINANCIAL ACCOUNTING FOR MANAGEMENT, Pearson, Delhi, 2004
Narayanaswamy R, FINANCIAL ACCOUNTING, PHI, Delhi, 2011

MBA - I Semester

PAPER-IV
BUSINESS ENVIRONMENT AND LAW

Paper Code: MBAC 1004

Objectives
- To acquaint students with the issues of domestic and global environment in which business has to operate
- To relate the Impact of Environment on Business in an integrated manner, and
- To give an exposure to important commercial and industrial laws

UNIT – I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

REFERENCES

Keith-Davis & William Frederick, BUSINESS AND SOCIETY, McGraw-Hill, Tokyo.
M.M. Sulphey & Az-har Basheer, LAWS FOR BUSINESS, PHI Learning Pvt. Ltd. New Delhi, 2011
Maheswari & Maheswari, MERCANTILE LAW. Himalaya Publishing House. Mumbai
Rudder Dutt & Sundaram, INDIAN ECONOMY, Vikas Publishing House, New Delhi.
Veena Keshav Pailwar, ECONOMIC ENVIRONMENT OF BUSINESS, PHI Learning Pvt. Ltd, New Delhi, 2010

MBA-I Semester

PAPER-V
RESEARCH METHODOLOGY

Paper code: MBAC 1005

Objectives

- To enable the students to know about the information needs of Management
- To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry and
- To introduce the Statistical Tools of Data Analysis.

UNIT-I

UNIT-II
Data Collection – Sources of Data – Primary Data – Secondary Data - Procedure Questionnaire – Sampling methods – Merits and Demerits – Experiments – Observation method – Sampling Errors - Type-I Error & Type-II Error.

UNIT-III

UNIT-IV

UNIT-V
MBA - II Semester

PAPER-VI

FINANCIAL MANAGEMENT

Paper code: MBAC 2001

Objectives

- To know the various sources of finance
- To understand the various uses for finance and
- To familiarize oneself with the techniques used in financial management.

UNIT-I


UNIT-II

Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison.

UNIT-III

UNIT- IV


UNIT-V


[Note: Distribution of Questions between Problems and Theory of this paper must be 40:60 i.e., Problem Questions: 40 % & Theory Questions: 60 %]

REFERENCES


Chandra, Prasanna, FINANCIAL MANAGEMENT, Tata McGraw Hill, Delhi.

Bhabatosh Banerjee, FUNDAMENTALS OF FINANCIAL MANAGEMENT, PHI, Delhi, 2010

Chandra Bose D, FUNDAMENTALS OF FINANCIAL MANAGEMENT, PHI, Delhi, 2010

MBA- II Semester

PAPER-VII
MARKETING MANAGEMENT

Paper Code: MBAC 2002

Objectives

- To familiarize with the basic concepts, and techniques of marketing management
- To understand the behaviour of consumers
- To create awareness of marketing mix elements, and
- To analyse and solve marketing problems in the complex and fast changing business environment.

UNIT-I

UNIT-II

UNIT-III
Price Decisions - Pricing objectives - Pricing polices and constraints - Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.

UNIT-IV
Channel Decision - Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels - Channel co-operation, conflict and competition – Retailers and wholesalers.

UNIT - V

REFERENCE
Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi,

MBA – II Semester
PAPER – VIII
HUMAN RESOURCES MANAGEMENT
Paper Code: MBAC 2003

Objectives
➢ To understand and appreciate the importance of the human resources vis-a-vis other resources of the organisation
➢ To familiarize the students with methods and techniques of HRM
➢ To equip them with the application of the HRM tools in real world business situations.

UNIT-I
Human Resources Management - Context and Concept of People Management in a Systems Perspective - Organisation and Functions of the HR and Personnel Department - HR Structure and Strategy; Role of Government and Personnel Environment including MNCs.

UNIT – II

UNIT-III

UNIT-IV

UNIT – V

REFERENCES
Venkata Ratnam C. S. & Srivatsava B. K., PERSONNEL MANAGEMENT AND HUMAN RESOURCES, Tata Mc-Graw Hill, NewDelhi,
Aswathappa, HUMAN RESOURCE MANGEMENT, Tata McGraw Hill, NewDelhi, 2010
Garry Dessler & Varkkey, HUMAN RESOURCE MANAGEMENT, Pearson, New Delhi, 2009
Alan Price, HUMAN RESOURCE MANAGEMENT, Cengage Learning, NewDelhi, 2007
Pravin Durai, HUMAN RESOURCE MANGEMENT, Pearson, New Delhi,2010
Snell, Bohlander & Vohra, HUMAN RESOURCES MANAGEMENT, Cengage, NewDelhi, 2010

MBA – II Semester
PAPER – IX
OPERATIONS MANAGEMENT
Paper Code: MBAC 2004

Objectives
- To familiarize the Operations Management concepts
- To introduce various optimization techniques with managerial perspective
To facilitate the use of Operations Research techniques in managerial decisions.

UNIT –I
Introduction to Operations Management - Process Planning - Plant Location - Plant Lay out - Introduction to Production Planning.

UNIT –II

UNIT-III
Transportation Problem- Assignment Problem - Inventory Control - Introduction to Inventory Management - Basic Deterministic Models - Purchase Models - Manufacturing Models with and without Shortages.

UNIT-IV
Shortest Path Problem - Minimum Spanning Tree Problem - CPM/PERT - Crashing of a Project Network.

UNIT- V
Game Theory- Two Person Zero-sum Games -Graphical Solution of (2 x n) and (m x 2) Games - LP Approach to Game Theory - Goal programming - Formulations - Introduction to Queuing Theory - Basic Waiting Line Models: (M/M/1):(GD/a/a), (M/M/C):GD/a/a).

[Note: Distribution of Questions between Problems and Theory of this paper must be 60: 40 i:e, Problem Questions: 60 % & Theory Questions : 40 % ]

REFERENCES
Kanishka Bedi, PRODUCTION & OPERATIONS MANAGEMENT, Oxford, NewDelhi, 2007
G.Srinivasan, OPERATIONS RESEARCH, PHI Learning, NewDelhi, 2010
Tulsian & Pandey, QUANTITATIVE TECHNIQUES, Pearson, NewDelhi, 2002
Vohra, QUANTATIVE TECHNIQUES IN MANAGEMENT, Tata McGrawHill, NewDelhi, 2010

MBA- II Semester

PAPER-X
STRATEGIC MANAGEMENT
Paper Code: MBAC 2005

Objectives
- Integrating the knowledge gained in functional areas of management
helping the students to learn about the process of strategic management, and
helping the students to learn about strategy formulation and implementation

UNIT-I
Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBD); Functional level strategies

UNIT-II
Environmental Analysis and Diagnosis - Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis

UNIT-III
Strategy Formulation and Choice - Modernization, Diversification Integration - Merger, takeover and joint strategies - Turnaround, Divestment and Liquidation strategies - Strategic choice - Industry, competitor and SWOT analysis - Factors affecting strategic choice; Generic competitive strategies - Cost leadership, Differentiation, Focus, Value chain analysis, Benchmarking, Service blue printing

UNIT-IV
Functional Strategies: Marketing, production/operations and R&D plans and polices- Personnel and financial plans and policies.

UNIT-V

REFERENCES

MBA (Retail Mgmt) - III Semester
PAPER-XI
RETAIL MARKETING
Course Code: 45       Paper Code: MBAR 3001

Objectives
Ø To understand the concept, process and management of retail business
Ø To develop an understanding of the retail strategy and planning process, and
Ø To have an understanding of merchandise process

UNIT – I

UNIT-II
Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

UNIT-III
Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

UNIT-IV
Communicating with the retail customer - Retail promotion mix-Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.

UNIT - V
Globalisation and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk 'shopping arcades')

REFERENCES:
Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.
Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.
Lucas, Robert Bush & Larry Gresham, RETAILING Hononghton Miffin, AIPD, India.
Milind T, Phadtare, INDUSTRIAL MARKETING, Prentice Hall of India Private Limited, New Delhi.
Objectives

- To develop in-depth understanding for effective utilization of store design and visual merchandising techniques
- To learn the effectiveness of visual merchandising, and
- To understand various aspects of stores management.

UNIT - I

Store Location – Importance of Store Location – Types of Store Location – Isolated or Freestanding location – Unplanned Shopping Centers – Planned Shopping Centers – Store Location and Retail Strategy – Selecting the Store Location – Market Area Analysis – Effect of demographic, economic, cultural, demand, competition and infrastructural factors.

UNIT - II


Unit III

Merchandise facilitators (fixtures, props, graphics and Signs etc) and material, current developments in visual materials, fixtures, retail space management, floor plan blueprints.

Unit IV


Unit V

Store Management, Responsibilities of Store Manager, Store Security and Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor Influencing Mall establishments.

REFERENCES
MBA (Retail Mgmt) - III Semester

**PAPER-XIII**

RETAIL PLANNING AND LEGAL ISSUES

**Course Code:** 45  
**Paper Code:** MBAR 3003

**Objectives**
- To understand concept of marketing strategy in Retail Management
- To plan and manage channel of distribution, and
- To get awareness about legal aspects involved in Retailing.

**UNIT I**


**UNIT II**


**UNIT III**


Legal Problems: Bulletproof Approach.

**UNIT IV**

UNIT V


REFERENCES

Swapna Pradhan, RETAILING MANAGEMENT TEXT & CASES, Tata McGraw Hill Companies.
Levy & Weitz, RETAILING MANAGEMENT, Tata McGraw Hill Companies, New Delhi
Bert Rosenbloom, MARKETING CHANNEL, South Western – Thomson.
William G Zikumund & Michael d Amico, MARKETING CREATING AND KEEPING CUSTOMS IN AN E-COMMERCE WORLD, South Western, Thomson.
Barry Berman & Joel R.Evans, Retail Management A Strategic Approach, The Prentice Hall of India, New Delhi.
Akhileshwar Pathak, LEGAL ASPECTS OF BUSINESS, Tata McGraw Hill Companies., New Delhi
MBA (Retail Mgmt) - III Semester

PAPER-XIV
RETAIL SHOPPER BEHAVIOUR

Course Code: 45  Paper Code: MBAR 3004

Objectives

➢ To understand shoppers Behaviour
➢ To familiarize with Models & Theories of Consumer Behaviour, and
➢ To acquainted with Marketing Research Procedure.

Unit I
Shopper Behaviour : Introduction , Concepts & Techniques for Understanding the retail dynamics of customer buying behaviour process.

Unit II
Model of retail consumer behaviour, personal, social and cultural influences on the customer and understanding customer needs and motives.

Unit III
Relevant theories of personality, perception and motivation, customer buying roles.

Unit IV
Stages in retail buying decision process such as information search, alternative evaluation, brand choice, post purchase dissonance , brand loyalty and motivation.

Unit V
Market research – A tool for understanding retails markets consumers, research prior to setting up a retail store & research after setting up a Retail Store.

REFERENCES
MBA (Retail Mgmt) - III Semester

PAPER-XV
RETAIL BRANDING & STRATEGY

Course Code: 45                  Paper Code: MBAR 3005

Objectives
➢ To present contemporary view of the role of Brand Management
➢ To explore various issue related to Brand Management, and
➢ To develop a critical understanding of the process involved in Brand Management in retailing

UNIT – I
Brand – Meaning – Definition – Role of Brand – Brand Positioning & Personality of a Brand

UNIT – II
Consumer’s concept of ‘Self-Image’- Brand Proposition – Brand Name & Brand Awareness

UNIT – III
Managing Brand Portfolio – Contemporary view of the role of Brand Management – Various issues related to Brand Management – Process involve in Building & Managing Brand in retail management

UNIT – IV
Approaches to strategic Management – Approaches to Strategic Analysis of the retailing environment – Approaches to the analysis of resources – Competence and Strategic capability – Application of technique such as Value Chain Analysis & Benchmarking

UNIT - V
Retailing organizations – Formulation and evaluation of strategic options within retailing organizations – Mergers – Acquisition and strategic alliances involving retailers – Analysis of organization structure and design among retail organizations

REFERENCES
Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi
Dunne, RETAIL MANAGEMENT, Cengage Learning Pvt. Ltd, New Delhi
S.L. Gupta, RETAIL MANAGEMENT
David Gilbert, RETAIL MARKETING MANAGEMENT

MBA (Retail Mgmt) - IV Semester
PAPER-XVI
LOGISTIC AND SUPPLY CHAIN MANAGEMENT
Course Code: 45 Paper Code: MBAR 4001

Objectives
To introduce process and functions of physical distribution system
To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and
To provide an insight into the role of Internet Technologies and electronics commerce in supply chain management

UNIT - I
Physical distribution : Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

UNIT - II
Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel
member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

UNIT - III

UNIT - IV

UNIT-V

REFERENCES
Charles Futrell, SALES MANAGEMENT, *Pearson Education Books*, New Delhi
Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing, SALES MANAGEMENT; *Mcgraw Hill*. New Delhi
MBA (Retail Mgmt) - IV Semester

PAPER-XVII

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: 45

Paper Code: MBAR 4002

Objectives

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function, and
- To enable managing Customer Relationship.
UNIT - I
CRM concepts - Acquiring customers, - customer loyalty and optimizing customer relationships. CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

UNIT - II

UNIT - III

UNIT-IV
Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

UNIT- V

REFERENCES
Chetan Bajaj, Rajnish Tuli, Varma and Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.
Kristin L. Anderson & Carol J Kerr, CUSTOMER RELATIONSHIP MANAGEMENT
Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT
S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi
Objectives
➢ To acquaint the students with the environmental, institutional, decisional and procedural aspects of retailing through the internet.

UNIT- I
Introduction – Purpose of Retail Information system – Steps in conducting Marketing Research – Tools for collecting data – Role of Technology in gathering data – Universal product code – Networking

UNIT – II

UNIT- III

UNIT – IV
E-commerce Payment system – Credit cards, e-cash, e-cheques, - Stored Value system – Accumulating balance systems – Electronic billings.

UNIT- V
E-commerce Marketing – Online branding – Online Market research – E-commerce Marketing communication – Online advertising – Online promotions – Costs and benefits of online communication

REFERENCES

Chetan Bajaj, Rajnish Tuli, Varma and Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.
Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.

MBA (Retail Mgmt) - IV Semester

PAPER-XIX
RETAIL SALES TECHNIQUE & PROMOTIONS

Course Code: 45       Paper Code: MBAR 4004

Objectives
- To learn communication and promotion
- To understand the impact of promotion in retailing, and
- To develop sales promotion Technique

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

REFERENCES
Paul J Hydzic, – SALES PROMOTION: STRATEGIES THAT BUILD BRANDS – Illinious Institute of Technology.
Schulz, William A Robinson & Lisa A Peterson, SALES PROMOTION ESSENTIALS : THE 10 BASIC SALES PROMOTION TECHNIQUES.

Julian Cummins & Ruddy Mullin, SALES PROMOTIONS HOW TO CREATE , IMPLEMENT AND INTEGRATE CAMPAIGNS THAT REALLY WORK , Kogan Page.

Kazmi & Sathish K Batra, ADVERTISING & SALES PROMOTIONS, Excel Books.

George e Belch & Michael A Belch, ADVERTISING & SALES PROMOTIONS AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE , Tata Mc Graw Hill.

Steve Smith, HOW TO SELL MORE STUFF – PROMOTIONAL MARKETING THAT REALLY WORKS , Dearborn Trade Publishing.
MBA (Retail Mgmt) – IV Semester  

PAPER-XX  

GLOBAL COMPETITIVENESS AND RETAILING  

Course Code: 45  

Paper Code: MBAR 4005  

Objectives  

- To familiarize students with the basics of global competitiveness.  
- Exposing the students to the forms and success ingredients of strategic alliances, which are fast emerging as basic tools for business successes in the Global Market, and  
- To explain channels of International retailing.  

UNIT I  

UNIT II  
Framework for Assessing Competitiveness – Various Approaches: International and National Competitiveness Studies, Developing Competitiveness: Role of Quality and Productivity in Achieving World Class Competitiveness; Attaining Competitiveness through Integrative Process Management; Technology Management, R & D, Production and Operations Management, Management and Location Decision; Entry Mode and Competitiveness; Tax Policy and competitiveness.  

UNIT III  
Retailing and Marketing Competitiveness, Culture and Competitiveness, Role of Information in Building Competitiveness. Global Competitiveness of Indian Industry – Status; Cause of Uncompetitiveness; Strategic Alliances – Meaning and Nature, Types of strategic Alliances; International Alliances as Strategy for gaining competitiveness; Management of Strategic Alliances; Strategic Alliances in Indian Context.  

UNIT IV  
International Retailing – Alternative conceptions of International retailing, definitions, interpretations and classification – trends in the internationalisation of retailing and evolution of International retailing – Motives for international retailing, the changing nature of boundaries International – Where retailers internationalise, assessing the potential of retail markets – Methods of International retailing, accessing retail markets, the form of entry, joint ventures, franchising, acquisition etc. Marketing planning for differing international and regional requirements – Why retailers internationalise.  

UNIT V
REFERENCES

**IIFT and BICP**, GLOBAL COMPETITIVENESS OF INDIAN INDUSTRIES, New Delhi.

**IMD**, WORLD COMPETITIVENESS YEAR BOOK, Latest Issue.


**Nicolas Alexander**, INTERNATIONAL RETAILING, Blackwell Business Publishers Ltd.


**Arun Chandra, Pradeep Rau, & John K**, RYAN'S INDIA BUSINESS: FINDING OPPORTUNITIES IN THIS BIG EMERGING MARKET, Paramount Market Publishing Inc.