**Class M.Com III Semester**

**Subject : Retail Management**

**Topics**

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| July  23 to 31st 2018 | Retailing: Concept, Characteristics, importance and functions; Theories of retailing: Retailing in India. |
| August 2018  Week I  Week II  Week III  Week IV | Strategic Planning in retailing; Planning for global retailing.  Retailing Formats: Classifying retail institutions according to ownership, store based and non-store based retail organizations.  Planning location of retail institution; Trading area analysis,  deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site. |
| September 2018  Week I  Week II  Week III  Week IV | Human Resource Management in retailing: Objectives and function; setting up a retail organization, organizational patterns in retailing. Managing store employees.  Store Operations Management: blueprinting operations; deciding stores layout; store design and displays; energy management; loss prevention and security issues  Customer Service: Concept and importance, developing service strategy; service quality dimensions and GAPS model  Retailing customers. Financial management in retailing: Sources of finance, FDI in retail; |
| October  2018  Week I &II  Week III & IV  November 2018  Week I | Analysis of financial and operational performance, retail audit. Applications of information technology in retailing; Social, ethical and legal aspects in retailing  Revision of the Syllabus and test  Preparations for final examinations. |

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