**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 2018Week IWeek IIWeek IIIWeek 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 2018Week IWeek IIWeek IIIWeek 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 issuesCustomer Service: Concept and importance, developing service strategy; service quality dimensions and GAPS modelRetailing customers. Financial management in retailing: Sources of finance, FDI in retail; |
| October 2018Week I &IIWeek III & IVNovember 2018Week I | Analysis of financial and operational performance, retail audit. Applications of information technology in retailing; Social, ethical and legal aspects in retailingRevision of the Syllabus and testPreparations for final examinations. |

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