

Programme: Master of Business Administration

Semester IV

MBA 924-18

RETAIL MANAGEMENT

Objective: This course enables students to understand the evolution of retailing and the strategic role of retailing in the distribution of consumer goods and services. The content of the course is useful for students interested in a retail career, working for companies that interface with retailers, or interested in owning or running a retail business.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand opportunities and challenges in retail management and retail management decision process.
CO2	Examine various types of retail formats and comprehend the application of theories of retail development on business models in retail.
CO3	Discuss and apply various function of store management.
CO4	Recognize the importance of store design and apply the concepts of store design to determine store layout and merchandising.
CO5	Understand the importance of customer service in improving retail service qualities.
CO6	Describe the applications of IT in retailing.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)