



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3rd Semester

Subject Class: Sectoral _ Elective

Subject Name: Retailing and Franchising (R & F)

Subject Code: 4539291

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Comprehend</i> retailing's role in society and, conversely, society's impact on retailing. • <i>Interpret</i> the implications of various retail sub-strategies on the overall success of retailing venture. • <i>Describe</i> the characteristics of the local retailing and franchising environment for a given retail business.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Propose</i> store layout & design strategies and business processes that are best suited to a given retail business.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Analyze</i> operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>List</i> the main authorities, legislation, regulations and institutions that deal with consumer rights in India.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Demonstrate</i> how to communicate effectively with customers during the sales process.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Build</i> strong human resource capabilities in the team so that they remain highly motivated, efficient and innovative.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539291	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Comprehend</i> retailing's role in society and, conversely, society's impact on retailing.	3	2	2	1	2	-	-	1	2
LO2: <i>Interpret</i> the implications of various retail sub-strategies on the overall success of retailing venture.	2	2	2	-	-	1	-	2	2
LO3: <i>Describe</i> the characteristics of the local retailing and franchising environment for a given retail business.	2	2	1	3	-	2	-	1	1
LO4: <i>Propose</i> store layout & design strategies and business processes that are best suited to a given retail business.	2	2	3	1	1	2	2	3	1
LO5: <i>Analyze</i> operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.	1	1	3	-	3	2	-	1	1
LO6: <i>List</i> the main authorities, legislation, regulations and institutions that deal with consumer rights in India.	2	1	-	-	-	1	3	1	1
LO7: <i>Demonstrate</i> how to	1	1	1	3	-	1	1	1	1



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2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to Retailing, Global and Indian Retail Scenario, types of retail formats (store and non-store), multi-channel and Omni channel retailing, retail market strategy.	10	18
II	Retail locations, Site selection, Retailing Merchandising Planning and Procurement, Category management, Private Labels / Store Brands as a strategy tool.	10	18
III	Store layout, design and visual merchandising, Store atmospherics, customer service, Managing Human Resource as a key to store management.	10	17
IV	Introduction to franchising, advantages and disadvantages of franchising to franchisee and franchisor, types of franchises, Franchise agreement and Franchise Disclosure Document, Risks in franchising, Indian and global franchising scenario	10	17
V	Practical: Students have to visit retail store(s) and identify the retail management strategies and tactics adopted in that store.	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Michael Levy, Barton Weitz, Dhruv Grewal	Retail Management	McGraw Hill	10 th edition



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2	Barry R. Berman, Joel Evans	Retail Management: A strategic approach	Pearson	12 th (2013)
3	Gibson G. Vedamani	Retail Management	Pearson	Latest Edition
4	Manish Sidhpuria	Retail Franchising	Tata McGraw Hill	Latest
5	J.K. Nayak, Prakash C. Dash	Retail Management	Cengage	1 st (2017)
6	Swapna Pradhan	Retailing Management – Text and Cases	McGraw Hill	Latest Edition
7	Swati Bhalla, Anuraag S.	Visual Merchandising	TMH	Latest
8	Katrandjiev Hristo, Velinov Ivo	Online visual merchandising	Lambert	Latest
9	Joel Libava	Become a Franchise Owner	Wiley	Latest
10	James R Carver, Patrick M. Dunne, Robert F. Lusch	Retailing	Cengage	8 th (2014)
11	Dr. A. Mustafa	Retail Management	Himalaya	1 st (2013)

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. The Journal of Business and Retail Management Research
2. Retailer (magazine)
3. STOrai (magazine)
4. www.rai.net.in – website of Retailers Association of India
5. www.indiaretailing.com
6. For FDD and Franchise Agreement, kindly refer FDD or franchise agreement of any major global franchise chain