

**UNIVERSITY OF MUMBAI**  
**No. UG/37 of 2015-16**

AC 26/02/2015  
Item No. 4.59

**CIRCULAR:-**

The Principals of the affiliated Colleges in Commerce and the Heads of recognized Institutions concerned are hereby informed that the recommendation made by the Faculty of Commerce at its meeting held on 23<sup>rd</sup> February, 2015 has been accepted by the Academic Council at its meeting held 26<sup>th</sup> February, 2015 **vide** item No. 4.59 and subsequently approved by the Management Council at its meeting held on 28<sup>th</sup> May, 2015 **vide** item No.16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1994 and the Ordinances 6161 and 6162 and Regulations 8845, 8846, 8847, 8848 and 8849 and the syllabus for Certificate Course in Retail Management is introduced, which is available on the University's web site ([www.mu.ac.in](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2015-16.

MUMBAI - 400 032  
30<sup>th</sup> July, 2015

Sd/-  
REGISTRAR

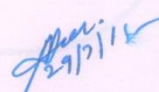
To,  
Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

A.C/4.59 /29/05/2015  
M.C/16/28/05/2015

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No. UG/37 -A of 2015-16      MUMBAI-400 032      30<sup>th</sup> July, 2015  
Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Controller of Examinations,
- 3) The Co-Ordinator, University Computerization Centre.

  
REGISTRAR

PTO

# University of Mumbai



Certificate Course  
In  
Retail Management

*Board of studies-in- Commerce, University of Mumbai*

## Details of the Certificate Course

O.6161 Title: the course shall be titled as **“Certificate Course in Retail Management”**

O.6162 Eligibility : HSC

R.8845 Duration : One Year

R .8846 Intake capacity : 25-30 students (per batch

R.8847 Lectures : 120hrs/Year

R .8848 Fees structure : Rs. 2500

R.8849 Examination Pattern:

The performance of the learners shall be evaluated into two components viz. by Internal Assessment with 40% marks in the first component and by conducting year end examination with 60 % marks of two hours duration as the second component. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in Internal Assessment and 40% marks in yearend examination (i.e.24 out of 60) separately. A learner will be said to have passed the course if the learner passes the Internal Assessment and year end examination together.

### Objectives of the study

- To provide a Conceptual Foundation.
- To provide insight on Retail Operation.
- To acquaint the students with Trends and Technology in Retailing.
- To create an awareness about Retail Management as Career Option.

## Certificate Course in Retail Management

### Modules at a Glance

Sr.No.	Modules	No. Of Lectures
1.	Introduction to Retail Management	15
2.	Retail Framework and Retail Strategy	15
3.	Marketing Mix	15
4.	Trends in Retailing	15
5.	Merchandise Management	15
6.	Technology in Retail	15
7.	Understanding Retail Consumers	15
8.	Supply Chain Management	15
	<b>Total:</b>	<b>120</b>

# Certificate Course in Retail Management

## Module 1: Introduction to Retail Management

Meaning and Definition on Retailing, Concept of Retail Management, Nature of Indian Retail Markets, Retail Theories, Retailer's Role in Distribution Channel.

## Module 2: Retail Framework and Retail Strategy

Steps in starting retail business, retail store location-Legal procedure, Store design,

the retail image mix, the space mix & layout.

**Retail Strategy:** Meaning, Retail Market Strategy, Target Market & Retail Format, Building a sustainable competitive advantage, Customer Loyalty, Human resource Management, Distribution and Information System, Unique Merchandise, Vendor Relations, Strategic Retail Planning Process.

## Module 3: Marketing Mix

Retail marketing mix-Key elements-Place, Price, Product, Promotion, Presentation and People Element.-RETAIL FRANCHISING

## Module 4: Trends in Retailing

Recent trends in retailing, FDI in retailing- Global retailing, Indian Scenario of retailing and its contribution to Indian economy, Ethics in retailing, Green retailing, Warehouse clubs, E-Retailing-retail as a career.

## Module 5: Merchandise Management

Meaning, Organising the buying process by categories, Setting objectives for the merchandise plan **Buying Merchandise:** Branding Option available to retailers, Private Labelling, International Sourcing decisions, Pricing strategy.

**Price Adjustment:** Meaning of Terms like Markdowns, Coupons, Rebates, Price Bundling, Multiple Unit pricing, Variable pricing.

## Module 6: Technology in Retail

Need For Technology In Retail- Electronic Data Interchange (EDI) , Radio Frequency Identification (RFID)- Database Management- Data Warehousing- Data Mining.

## Module 7: Understanding Retail Consumers

Consumer behaviour in retail context, Theories of consumer behaviour, Buying decision process, Factors influencing retail shopper- Consumer's psychology.

## Module 8: Supply Chain Management

Meaning, purpose & scope & benefits of SCM, Types of supply chain, Levels of SC, supplier relationship management.

## Reference Books

1. Fundamentals of Retailing by K.V.S.Madan. Published by Tata McGraw Hill Education Pvt. Ltd.
2. Retailing Management by Michael Levy & Barton A Weitz Published by Tata Mc Grw Hill
3. Retail Strategies- understanding why we shop, by Jim,Jaico Publishing House, Mumbai
4. It happens in India, & The Wall Mart Story by Kishore Biyani
5. Retailing Management –Text & Cases by Swapna Pradhan. Published by Tata McGraw Hill Education Pvt. Ltd.
6. Retail Management by Sejal Gupta & Gurpreet Randhwa. Atlantic Publishers, New Delhi.
7. Retail Management –A Realistic Approach by Neelesh Jain – published by Global India publications. New Delhi.
8. FDI in Retail Sector in India by Arpita Mukharjee & Nitisha Patel by Indian Council for Research on International Economic Relations, New Delhi.
9. Sales & Distribution Management- Text & Cases by Havaldar Krishna & Vasant Cavle – Published by Tata McGraw Hill Education Pvt. Ltd.
10. Retail Management by Gibson G. Vedamani. Published by Jaico Publishing House, Mumbai.
11. Inventory Management Controlling in a Fluctuating Demand Environment by R.S. Saxena. Published by Global India publications. New Delhi.
12. Supply Chain Management- Text & Cases by Janat Shah.
13. Supply Chain Management- Collaborations, Planning, execution & Coordination. By Dr. Ashok Sinha Published by Global India publications. New Delhi.
14. Customer Relationship Management by Subhashish Das.
15. Consumer Behaviour by Jim Blythe.published by Thomson Learning.
16. E- Retailing by By Charles E. Dennis, Tino Fenech, Bill Merrilees published by Routledge, NY.
17. Retail Product Management- Buying & Merchandising by Rosemary Varley. published by Routledge, NY.
18. Inventory Management by Max Muller.
19. Winning in Indian Markets by Rama Bijapurkar