

| Course code | Course Title | L | T | P | C |
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| PHD19017 | RETAIL MANAGEMENT: An Online and Offline Perspective | 4 | 0 | 0 | 4 |

COURSE RATIONALE

This course will introduce the basic concepts of retailing, understanding the Indian retail and e-retail industry. The key take away would be how an e-retail business works and understanding e-business strategies and marketing strategies over the internet.

LEARNING OBJECTIVES

- To understand how an e-retailing is integrated into an organization and what are the strategies for integration.
- To understand how competitors are being assessed using e-business strategies by e-retailers.
- To understand what are the technological building blocks underlying e-commerce businesses.

Unit I – Introduction and Perspectives on Retailing

Retailing- Meaning & Definition, Characteristics, Functions, Types (Store Retailers and Non-store Retailers), Multichannel Retailing, Role and Trends, Rise of the Retailers and Business Models in Retail; Retail in India - Evolution, Drivers of Retail Change, Size of Retail, Trends in Indian Retail Industry and Challenges to Retail Development in India.

Unit II - E-Retailing

Meaning of E-Retailing, Advantages & Disadvantages for Retailers; The E-Retail Mix - Sale The 7Cs; E-Retail Product Categories, Integration of e-retailing into an organization - Strategies for Integration; Risks and Benefits of E-Retailing; E-Store Design - Meaning of E-Store Design, Purpose and Scope of E-Store Design, Importance of Store Design for E-Retailers, Components of E-Store Design, Role of Objectives and Strategy in Guiding E-Store Design; Marketing and Sales Policy in E- Retail.

Unit III - Retail Strategy and E-Business Strategy

Retail Strategy – Meaning, Retail Perspective, Importance, Functions, Retailers Classified by Marketing Strategies, Competitive Positions of Large and Small Retailers, Competitive Advantage with Special Reference to Physical Facilities - Location, Size, Design & Layout; Assessing Competitors - Current Strategies, Marketing Strategy, Strategy Regarding Technology and Predicting Future Strategies; Strategic Retail Planning Process - Deciding the Store's Mission and Objectives, Situational Analysis, Retail Strategy, Strategy Implementation and Control. E-Business Strategy – Meaning, Types and Planning, e-Strategy Framework and e-Business Model.

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| Unit IV - E-Commerce and M-Commerce |
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| E-Commerce, Difference between E-Commerce and E-Business, Technological Building Blocks underlying E-Commerce, Trends in E-Commerce, Features of E-Commerce Technology, Types of E-Commerce, E-Commerce Business Models; M-Commerce – Scope, Applications, Principles, Benefits and Limitations, M-Commerce Framework, M-Commerce Business Models, Benefits of Mobile Business from Customers Point of View, Impact of M-Commerce, Mobile Security Concepts, Growth of Mobile Value Added Services; E-Commerce Vs. M-Commerce. |
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| Unit V - Internet Marketing |
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| Meaning and Definition of Marketing and Internet Marketing, Origins of Internet Marketing, Old |
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Vs. New Rules of Marketing, Future of Internet Marketing, The Five Ps of Internet Marketing, Process of Internet Marketing Strategy – Planning, Basic Tools & Resources, Reacting, Analysing and Expanding the Strategy, Internet Marketing Strategies - Email Marketing, Internet Advertising, Affiliate Marketing, M-Marketing; Search Engine Optimization (SEO).

References:

1. Halpeth, Booma & Prasad, Veena (2017). *Retail Management* (First Edition). Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Dennis, C., Fenech, T. & Merrilees, B. (2004). *E-Retailing* (1st edition). Abingdon: Routledge.
3. Heinemann, Gerri & Schwarzl, Christoph (2010). *New Online Retailing: Innovation and Transformation* (1st edition). Wiesbaden: Gabler.
4. Chib, Shiney (2011). *M-Commerce* (First Edition). Mumbai: Himalaya Publishing House Pvt. Ltd.
5. Lim, Ee-Peng & Siau, Keng (2003). *Advances in Mobile Commerce Technologies*. Hershey: Idea Group Publishing.