



B.Com Honours

Semester 3

Calicut University

# **RETAIL BUSINESS MANAGEMENT**

Course Code: COM3FV108 • Module SYLLABUS Notes

# Official Course Syllabus

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**Course Code:** COM3FV108

**Course Title:** RETAIL BUSINESS MANAGEMENT

**Course Type:** MINOR

**Academic Level:** 200-299

**Credits:** 4 Credits

**Course Summary:** By the end of this course, students will comprehend the fundamental principles and dynamics of retailing, distinguishing between organized and unorganized retail formats, and understanding the retail life cycle, challenges, and opportunities in the Indian context. They will also develop a comprehensive understanding of consumer behavior in retail settings, the significance of store formats, pricing strategies, and the integration of technology in retail decision-making processes.

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**Module I: ndian context. CO2Develop proficiency in analyzing factors influencing consumer behavior in retail settings,**

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## Module I: THE RETAIL FUNCTION

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- **Unit 10:** .1 Introduction to Retailing – Role of Retailing
- **Unit 1:** Organised vs Un-organised Retailing – Classification of Retail Stores – Growth of Retail Formats – Observation Study on Mall Management (Mall Visit Required) – Retail Life Cycle
- **Unit 1:** An Overview of Retail Industry in India – Problems & Prospects of Retailing in India
- **Unit 1:** Multi-Channel Retailing – Franchising – Non-Store Retailing

## Module I: II RETAIL PRICING AND PROMOTION

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- **Unit 12:** .1 Retail Pricing – Pricing Policies –Factors Influencing Pricing – Elements of Retail Price
- **Unit 3:** Price Sensitivity and Mark Down Policy
- **Unit 3:** Retail Pricing Strategies – Every Day Low Pricing (EDLP) – Discussion on Retail Pricing Strategies of Major Retail Groups in India – Case Studies
- **Unit 3:** Retail Sales Promotion Strategies

**Module I: nvolved in logistics UC Examinations Quizzes/ Assignment/Seminar**  
**CO2 Comprehend the importance of integrating logistics activities within the**  
**broader context of supply chain management AnP Examinations/**  
**Assignment/Seminar CO3 Learn how to design and**

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