



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Textile Technology
Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for UG Courses
(2021-2025)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BTTX909	GE	RETAIL MANAGEMENT AND VISUAL MERCHANDISING	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C – Credit.

*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. To create an understanding of the retail fashion business and the planning required for their successful retail organization.
2. To familiarize the students with the retail organization, their working and roles & responsibilities of the personnel in retail organization.

Course Outcomes (COs):

After completion of this course, the students will be able to:

1. Apply their knowledge in organizing different retail formats.
2. Get knowledge of the visual merchandizing concepts and its use in retail context.

Syllabus:

Unit-I Retail Management

10 HRS

What is retail – Definition, Functions of Retail Management, location of retail stores, the store image, basis of segmentation, targeting and positioning of retail store.

Unit-II Plan for Retail Merchandising

10 HRS

Points to be considered for preparing merchandising plan, assortment planning and control. Buying –Buying plan, buying-selling cycle, shopping the market. Roles and responsibilities of merchandiser, supply chain management, inventory management, record keeping.

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Unit-III Organization of Retail

8 HRS

Hierarchy of retail organization, roles and responsibilities of store manager, inventory manager, sales representatives. Pricing in retail – Markup pricing, mark down pricing & other pricing methods. Different retail formats.

Unit-IV Visual Merchandising

8 HRS

Visual merchandising concept, role of visual merchandiser, window shopping, interior decoration, layout, different types of display based on theme, seasons, festivals.

Unit-V Sustainability in Retail

9 HRS

Meaning of sustainability, importance of sustainability in retail, initiatives of different national and international brands towards sustainability in retail. Fast fashion, slow fashion, green fashion, future of sustainability in fashion industry.

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Text Books:

1. Marketing Management; Philip Kotler and Kevin Keller; Pearson publication; 15th Edition, 2015.
2. Fashion retailing; Dimitri Koumbis; Fairchild books publication, 2018
3. Visual merchandising; Tony Morgan; Laurence king publisher; 2nd Edition, 2011
4. Sustainability in fashion and apparels; M. Prathiban(Editor) ; M.R. Srikrishnan (Editor); P. Kandhavdivu(Editor); Woodhead publishing India, 2018

References:

1. Retail management; Gibson; Pearson publication; 5th edition, 2017
2. Visual merchandising; Swati Bhalla; Anurag Singhal; McGraw Hill Education publisher, 2017
3. Sustainability in fashion; Claudia E. Henninger (Editor) Panayiota J. Alevizou (Editor), Helen Goworek (Editor), Daniella Ryding (Editor); Palgrave Macmillan; 1st edition, 2017,

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