

CBCS BBA Programme
Semester VI
Core Optional - 1
BASOCT27

INTRODUCTION TO **RETAIL** MANAGEMENT



CHANDAN RAJ S.M.
ARUN GEORGE MAMPRA

INTRODUCTION TO RETAIL MANAGEMENT



PRAKASH PUBLICATIONS
CHANGANACHERRY - 686 101

C.B.C.S. BBA Programme

Optional Course

**INTRODUCTION TO
RETAIL MANAGEMENT**

(Semester VI)

MAHATMA GANDHI UNIVERSITY

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SYLLABUS

BA6OCT27

INTRODUCTION TO RETAIL MANAGEMENT

Optional Course

No. of credit : 4

No. of contact hour: 5

Objective:

The aim of the paper is to know how a logistic strategy fits into an organisation's broader decisions, understand the role of logistic providers, and realize the meaning of customer service and understand its importance to logistics management.

Module I

Logistics- Definition History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics.

Module II

Retail Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Retail Management-Integrated Logistics Management- Evolution of the concept- model - process-activities (in brief).

Module III

Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers -Stages-Role of logistics providers.

Module IV

Logistics Strategy-Strategic role of logistics-Definition- role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies &Other strategies- Designing &implementing logistical strategy.

Module V

Quality customer service &integrated logistics-customer service-importance elements- the order cycle system-distribution channels - Functions performed-Types-designing.

PREFACE

It is a pleasure to acknowledge the contribution of many individuals. We take this opportunity to express our gratitude to the pioneering authors and scholars who have developed the subject **Retail Management**. We have referred many text books, journals, periodicals and newspapers while writing this book. A vast reading of all these has enabled us to provide a scaffold to the text.

We specially thank Mr. P. J Joseph, Prakash Publication, Changanacherry for making the book a reality.

We sincerely believe that students should acquire balanced knowledge of theory as well as practical aspects of the subject. We have structured the fundamentals in concise and accurate form. We are expecting valuable suggestions for improvements from our dear students and lecturers, which will be useful for our next edition.

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