



Course Title: Merchandising and Category Management

Course Code: RETL605

Credit Units: 03

Course Level: PG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	03

Course Objectives: The course highlights the finer details of the retail operation called merchandising. Apart from giving the theoretical overview of the concepts and important terms, procedures and practices, the contents emphasize the planning and control aspect along with the extended applications like retail branding decisions.

Pre-requisites: Understanding of fundamentals of Retailing .

Student Learning Outcomes: At the completion of the course, students will be able to:

- Apply sound merchandising policy
- Devising merchandising plans and their implementation
- Manage Categories
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Course Contents/Syllabus:

	Weightage (%)
Module I: Merchandise & Merchandising	20
Descriptors/Topics Concepts & philosophy, Components of merchandising Management, The Merchandising Management process, devising merchandising plans. Forecasts, innovativeness, assortment, brands, timing and allocation.	
Module II: Merchandising Planning and Forecasting	20
Implementing Merchandise plans. Selecting and interacting with merchandising sources. Evaluating merchandise, negotiating the purchase. Concluding the purchases, receiving and stocking the merchandise. Recording the merchandise. Re-evaluating the on a regular basis. Merchandise forecast and budgeting, Designing control units, Sales forecasting, Inventory level planning. Planning purchases, Planning profit margins.	
Module III: Logistics Management	20
Descriptors/Topics Logistics and order processing and fulfillment. Transportation and ware housing. Customer transaction and Customer service.	
Module IV: Inventory management	20

Inventory management. Retailer's tasks. Inventory levels. Merchandise security. Reverse logistics. Inventory Analysis. Inventory valuation- the cost method and the retail method.	
Module V: Category Management	20
Descriptors/Topics Category management. Concept of Category, Category management & category captainship.	

Pedagogy for Course Delivery:

The course will be delivered by means of Lectures, case studies, presentations, and any other innovative technique that can be used to explain the concepts and their applications.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid Term Test	Project	Viva Voce	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- Levy & Weitz, Retailing Management, Tata McGraw Hill
- Berman & Evans , Retail Management- A strategic Approach, Pearson Education
- Bajaj, Tuli & Srivastava , Retail Management, Oxford
- Images Retail
- Retail Biz