



RETAIL MANAGEMENT

PROF. SWAGATO CHATTERJEE

Department of Management
IIT Kharagpur

INTENDED AUDIENCE : MBA students, instructors, faculty members of MBA colleges, professionals in marketing domain

INDUSTRIES APPLICABLE TO : All retail companies will value this course

COURSE OUTLINE :

Introduction to retail management is the elective course from marketing area. This course intends to provide the students with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. This course will emphasize on the various elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service. This course will also emphasize on the aspect of understand and discuss the concepts of franchising, legal and regulatory framework of franchising, develop appropriate values among the students like frugality and care in making investment etc. Further, this course will also go through basics of retail analytics. The students will also be able to determine a level of interest in pursuing a career in retail and franchising management.

ABOUT INSTRUCTOR :

Prof. Swagato Chatterjee is a researcher, consultant, teacher and academician. He has over 7 years of experience in marketing, operations and analytics. He has worked with companies like Coca Cola, Times of India, Technosoft, Mitsubishi, Nomura, Yes Bank, CSC, Ernst and Young, Genpact, NTPC, Indian Oil in various consultancy and training assignments related to analytics. He has also taught in institutes like IIT Khagarpur, Narsee Monjee Institute of Management, SPJain etc. He has published in reputed international journals including Decision Support Systems, Journal of Strategic Marketing etc. He is a BTech from IIT Kharagpur and a PhD in marketing from IIM Bangalore. Currently he is an Assistant Professor in Vinod Gupta School of Management, IIT Kharagpur in the area of marketing and analytics.

COURSE PLAN :

- Week 1:** Introduction to Retailing and Relationships in Retailing
- Week 2:** Strategic Planning, Ownership Styles and Retail Formats
- Week 3:** Understanding the Retail Consumer and Basic Customer Analytics
- Week 4:** Trading area and Location Analytics
- Week 5:** Retail Supply Chain and Operations Management
- Week 6:** Retail Space Management, Merchandising and Marketing
- Week 7:** Retail Advertising and Promotions
- Week 8:** Retail Pricing, Franchising Concepts and Legal Issues