

Name of Faculty	Vikas Nain		
Discipline	Department of Management Studies		
Semester	Fourth Semester (IV)		
Subject	Retail & Mall Management (MM-406)		
Lectures Required	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)
4	Retailing – Meaning	N/A	N/A
	Nature and Importance of Retailing in India		
	Trends & Issues in organized Retailing in India		
	Retail Buying Behavior		
5	Store Location-concept and components	N/A	N/A
	Factors influencing Store Location		
	Procedure of store location		
	Designing Store layout		
4	Marketing Mix of Retail Store	N/A	N/A
	Issues in Retail Pricing		
	Retail Promotion Strategies		
	Case Study	1 st	BPCL
3	Trends in retailing – CRM	N/A	N/A
	Role of IT		
	Non-store Retailing		
	Shopping Malls- Meaning & Concept		
4	Trends in India	N/A	N/A
	Types of Malls		
	Video Class on concept of Malls		
	Case Study	2 nd	Teleshopping
4	Strategic Planning for Malls	N/A	N/A
	Mall design		
	Strategic Financial issues in Mall		
	Recovery Management in Malls		
5	Case Discussion & Assignment	3 rd	Shreejii
	HR issues in Mall Management	N/A	N/A
	Mall Marketing Strategies		
	Measuring Mall Performance		
1	Revision		

