

LSCM 7007	Retail Supply Chain Management	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Graduate Level Business & Management Knowledge				
Co-requisites	Knowledge of Supply Chain Drivers				

Course Objectives

- a) Familiarize the students with organized retail and, the value it creates.
- b) The strategic and operational decision-making processes in the organized retail.
- c) Relate the supply chain activities which create the value in the organized retail industry

Course Outcomes

- CO1 Understand the functions of retail business and various retail formats and retail channels.
- CO2 Understand the difference between Retail and Manufacturing Supply Chain
- CO3 Understand, key drivers of retail supply chain and how to select a retail store location?
- CO4 Analyze Retail Market and Financial Strategy including product pricing.
- CO5 Integrate the various Supply Chain partners and how to collaborate with them?

Catalog Description

Retail supply chain is an integral part of business organization. It covers **functions of retailers, types Retail SC Elements Issues and Challenges faced by Retailers, Customer Buying Behavior, Types of Retail Formats, Category and Format Specific Supply Chain Issues, Multichannel (vertical) strategies, Financial Statements and Analysis, Retail Site Location, Factors affecting the demand for a region, Drivers of Retail Supply Chain Change, Socio-Economic Factors, Retail Supply Chain Environment, Supply Chain Risk, Retail Supply Chain Metrics, Productivity Measures, Retail SC Strategy, Retail Pricing, Product Tracking Along Retail Supply Chains.** Students will be expected to interact with industry and academia experts. Students are also required to go through case analysis.

Course Content

Module I:

7.5 lecture hours

DEFINING THE RETAIL SUPPLY CHAIN

Functions of retailers, types Retail SC Elements Issues and Challenges faced by Retailers, Customer Buying Behavior, Types of Retail Formats, Category and Format Specific Supply Chain Issues, Multichannel (vertical) strategies,

Case Study: Wal-Mart: Smiling Around the World, Retailing Management, Text and Cases, Swapna Pradhan

Module II: 6 lecture hours

SUCCESS IN A RETAIL BUSINESS

Profit Path, Turnover Path, Merchandise Replenishment and Budgeting, Buyer-roles and responsibilities, The concept of lifestyle merchandising, Retail Market Strategy, The concept of the private label, Pricing Strategies, Strategic Advantage through Customer Service, Retail Locations, Retail Site Location, Factors affecting the demand for a region

Module III: 6 lecture hours

FORCES SHAPING THE RETAIL SUPPLY CHAIN ENVIRONMENT

Drivers of Retail Supply Chain Change, Socio-Economic Factors, Innovation, Globalisation, Supply Chain Risk, Retail Supply Chain Metrics, Productivity Measures, Fill Rates,

Case Study: GILI- The Making of a Super Brand, Retailing Management, Text and Cases, Swapna Pradhan

Module IV: 7.5 lecture hours

RETAIL STRATEGY AND SUPPLY CHAINS

Retail Supply Chain, Product life cycle, Management—Skills Required, Store management, Retail Supply chain Strategy, Retail pricing, Store layouts, Visual merchandising,

Module V: 9.0 lecture hours

RETAIL SUPPLY CHAIN PROCESS IMPROVEMENT

Retail Supply Chain Performance improvement process, Store Layout, Human resource Management, Product Tracking Along Retail Supply Chains, IT in Retail-EDI, ERP, RFID, Bar Codes, The Demand-Driven Supply Chain, Collaboration with Supply Chain Partners

Text Books

- 1 Levy, Michael, Weitz, Barton, Pandit, Ajay(2007); Retail Management; 8e; Tata McGraw Hil2, Reprint.

2. Rajesh Ray(2010), Supply Chain Management for Retailing, Tata McGraw Hill

Reference Books-

1. Sapna Pradhan, Retailing Management, Text and Cases, 3rd Ed, TMH Education Pvt. Ltd. New Delhi, 2011.
2. Ayers, James B., Odegaard, Marry A., Retail Supply Chain Management; Auerbach Publications, 2008
3. Chetan Bajaj, Retail Management
4. Cases in Management, R.Srinivasan, R.K.Srivastava, Biztantra, 2012.
5. Berman & Evans, Retail Management, TMH, 2007

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quizzes	Case Study	Group Project Presentation/Assignment/ etc	ESE
Weightage (%)	15	10	25	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	COURSE OUTCOMES (COs)	POs
CO 1	Understand the functions of retail business and various retail formats and retail channels.	PO 1,2, 3,4,7,8,9,10, 11,13, 14
CO 2	Understand the difference between Retail and Manufacturing Supply Chain	PO 1,2, 3, 7,8,9,10, 11,14
CO 3	Understand, key drivers of retail supply chain and how to select a retail store location?	PO 1,2, 3, 8,9,10, 11, 13,14
CO 4	Analyze Retail Market and Financial Strategy including product pricing.	PO 4,5, 8,12,13, 14
CO 5	Integrate the various Supply Chain partners and how to collaborate with them?	PO 1,2,3,4,7,8,9,10


Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO5
PO 1	3	3	3	2	3
PO 2	3	3	3	2	3
PO 3	3	3	3	2	3
PO 4	3	1	1	3	3
PO 5	2	2	1	3	1
PO 6	1	1	1	1	1
PO 7	3	3	1	2	2
PO 8	3	3	3	3	3
PSO 9	3	3	3	1	1
PSO 10	3	3	3	2	1
PSO 11	3	3	3	2	2
PSO 12	1	1	1	3	2
PSO 13	3	1	3	3	3
PSO 14	3	3	3	3	3

Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 9	PSO 10	PSO 11	PS12	PSO 13	PSO 14
LSCM 7007	Retail Supply Chain Management	3	3	3	2	2	1	3	3	2	2	3	2	3	3
		Students will be able to develop and evaluate alternate managerial decisions and identify optimal solutions	Students will demonstrate effective application capabilities of their conceptual understanding to the real world business situations	Students will be able to exhibit effective decision making skills, employing analytical and critical thinking ability	Students will demonstrate effective oral and written communication skills in the professional context	Students will be able to work effectively in teams and demonstrate team building capabilities	Students will exhibit leadership and networking skills while handling business situations	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business	Students will demonstrate employability traits in line with the changing dynamics of the industry	Students will demonstrate strong conceptual knowledge in the functional area of management as well as LSCM domain	Students will demonstrate effective understanding of relevant functional areas of management and their application in LSCM	Students will demonstrate analytical skills in identification and resolution of business problems pertaining to LSCM & general management	Students will exhibit the ability to integrate functional areas of management with domain perspective for the purpose of planning, implementation & control of LSCM	Students will have global perspective towards business situations in the area of LSCM	Students will exhibit deployable skills pertinent to the LSCM sector

- 1 – Weakly mapped
- 2 – Moderately mapped
- 3 – Strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: LSCM 7007 – Retail supply Chain Management Programme: M.B.A (LSCM) Semester: July- Dec. 2017 Time: 03 hrs. Max. Marks: 100			
Instructions: Attempt all questions from Section A (each carrying 2 marks); any four questions in Section B (each carrying 5 marks), any two Questions from Section C (each carrying 10 marks). Section D (carrying 40 marks).			
Section A (All Questions are Mandatory)			
1	1. Which of the statement related to GMROI is not correct a. GMROI measures how many gross margin rupee are earned on every rupee of inventory investment. b. GMROI combines the effects of profits and turnover. c. $GMROI = \text{Gross Margin} / \text{Average Inventory at Cost}$ d. GMROI is not used for measuring the category performance	[2]	CO6
2.	2. Which of the following is not an important requirement in success of VMI ? a. Integrated information system b. Effective forecasting technique c. Joint product development d. A clearly documented agreement with roles and responsibilities between manufacturer and retailer	[2]	CO8
3.	3. Which of these may not be benefits of CPFR a. Lesser Bullwhip effect b. Better store display c. Greater Sales d. Better Category management	[2]	CO8
4.	4. A Specialty store typically would carry ? a. Wide variety and Deep Assortment b. Wide variety and shallow Assortment c. Narrow variety and deep assortment d. Narrow variety and shallow assortment	[2]	CO2
5.	5. For VMI implementation which is the basic infrastructural need without which it can not move	[2]	CO1

	<ul style="list-style-type: none"> a. An Effective data interface b. Structured warehouses at suppliers place c. Sourcing team d. Stocks retrieval system at retailer 		
6.	<p>6. Category plan would be _____ level of decision for Retailer</p> <ul style="list-style-type: none"> a. Strategic b. Tactical c. Operations d. Execution 	[2]	CO2
7.	<p>7. Which pricing strategy is usually followed for Mobile handsets</p> <ul style="list-style-type: none"> a. EDLP b. Leader Pricing c. Bundle Pricing d. Market Skimming Pricing 	[2]	CO9
8.	<p>8. Which one of these are not replenishment model</p> <ul style="list-style-type: none"> a. Retailer Driven b. VMI c. CPFR d. Direct store Delivery e. None of them 	[2]	CO8
9.	<p>9. Which one of these is not retail strategy for entry stage</p> <ul style="list-style-type: none"> a. Direct Investment b. Joint Venture c. Strategic Pricing d. Franchising 	[2]	CO6
10.	<p>10. For the existing target Markets and New Retail Fiormat , which growth strategy needs to be followed .</p> <ul style="list-style-type: none"> a. Market Penetration b. Market Expansion c. Format Development d. Diversification 	[2]	CO6
SECTION B (Attempt any Four Questions)			
1.	<p>1. Briefly explain each of the following trade terms</p> <ul style="list-style-type: none"> a. Market Penetration b. Width and depth of a catagory c. Financial KPIs of Retail d. Supply Chain KPIs of retail e. Price Range 	[5]	CO6, CO7

2.	2. A Retailer's merchandise pricing for school shoes is Rs.600 for 1000 pairs , he offers 10% discount on sales price to students on sale price of Rs.1100 and sells 800 pairs. After the peak season is over he returns 200 shoes back to the supplier with 20% discount on his purchase price . What is his Mark up % for this category of shoes . - 28.44%	[5]	CO9
3.	3. Enlist customer service performance measuring KPIs .	[5]	CO4
4.	4. Explain Private branding , briefly describe 4 categories of private brands . Give Examples .	[5]	CO6
5.	5. Enlist prime elements of Retail Mix , explain them briefly	[5]	CO5, CO7
SECTION C (Attempt any Three Questions)			
7.	1. Define Retail Marketing strategy . Explain 4 basic growth strategies in detail with practical examples where these are implemented .	[10]	CO3
8.	2. Explain the following terms in detail a. Price Elasticity b. Breakeven Analysis for pricing c. Factors affecting the product pricing d. Mark up Pricing	[10]	CO9
9	3. Define basic functions of Retail Merchandising .	[10]	CO1
10	4. Enlist 7 steps of Merchandising planning process , define them briefly	[10]	CO2, CO6
SECTION D Case Study (Attempt the questions given at the end)			
11	1. What is Starbucks` retail strategy ? What is its target market , and how does it try to develop an advantage over its competitors ?	[10]	CO6
12	2. Describe Starbucks` retail mix : Location ,Pricing , Advertising and Promotions , Store design and visual merchandising	[10]	CO4
13	3.How does Starbucks` retail mix support its strategy ?	[10]	CO6