

<b>Retail Management</b>	
<b>Unit 1</b>	Introduction to the world of Retailing and Emerging Scenario (Elements of Retail Mix)
<b>Unit 2</b>	Formats of retailers: Store Based
<b>Unit 3</b>	Non-Store Based Retailing / Online Retailing: Retail Channels, Multi-channel, and Omni-channel retailing
<b>Unit 4</b>	Retail Branding & Communication Mix, Private Label Brands, Customer Experience
<b>Unit 5</b>	Understanding and analyzing the Retail Consumer Behavior Understanding Shopper Behavior in the store, In-store technologies for shopper insights, In-store tracking, smartphone apps, beacons, and predictive analytics, Influencing shopper decisions in the store
<b>Unit 6</b>	Retail Strategic Planning, Retail Pricing: Considerations in setting retail prices, Platform Retail Strategy <ul style="list-style-type: none"> <li>• Formats and Business Models</li> <li>• Enabling Platform strategy</li> <li>• Value co creation</li> <li>• Dynamics</li> </ul>
<b>Unit 7</b>	Retail Location Decision, Selecting the Retail store location. Omni channel Retail Strategy <ul style="list-style-type: none"> <li>• Formats and Business Models</li> <li>• Enabling Omni Chanel strategy</li> </ul> Omni channel Customer <ul style="list-style-type: none"> <li>• Path to purchase across channels</li> <li>• Moments of truth</li> <li>• Shopping funnel</li> <li>• Influencing shoppers</li> </ul>
<b>Unit 8</b>	Category Management, Eight Steps to Category Management, Collaborative planning of Brands and Retailers, Category Captainship
<b>Unit 9</b>	Merchandise Planning & Buying, Store Layout & Visual Merchandising, Planograms, Visual Merchandising and in-store atmospherics, Hotspots and cold spots, Promotions
<b>Unit 10</b>	E- Tailing in India New age technology in retailing FDI in Retailing: Regulations and Opportunities Retail 3.0: Future of Retail, Green Retailing, Online to Offline (O2O) Convergence

**Note:-**

If any aspirant has any observation with regard to syllabus, he/she may write mail on: [dr.jkpsc@gmail.com](mailto:dr.jkpsc@gmail.com)