**Learning Objective:** The course aims at providing the students a comprehensive knowledge on Indian Retail

Industry and policy initiatives under FDI in retail.

**UNIT 1: An Overview of Retailing**

(15 Hours)

**UNIT 2: Retail Market Strategy**

(8 Hours)

**UNIT 3: Retail Location and Layout**

(15 Hours)

**UNIT 4: Merchandise Planning- Procurement and Pricing**


**UNIT 5: International Retailing**

(7 Hours)
International retail marketing – Foreign Direct Investment in Indian Retail Sector – Single Brand & Multi-Brand Retail – Global scenario of FDI in retail sector – FDI Policy initiatives

**Suggested Readings:**
2. Chetan Bajaj, Rajnish Tuli & Nidhi Srivastava : Retail Management, Oxford University
5. Retail Management / Marketing – ICFAI Publications