

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**PANIPAT**  
**Department of Management Studies**

Semester: 4th

Course Title: Retail and Mall Management

Course No .MM 406

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topics to be covered</b>	<b>Target Outcome</b>
1	L-1	Retailing – Meaning	CO1
2	L-2	Nature and Importance of Retailing in India	CO1
3	L-3	Trends & Issues in organized Retailing in India	CO1
4	L-4	Retail Buying Behavior	CO1
5	L-5	Retail Buying Behavior	CO1
6	L-6	Store Location-concept and components	CO1
7	L-7	Factors influencing Store Location	CO1
8	L-8	Procedure of store location	CO1
9	L-9	Designing Store layout	CO4
10	L-10	Marketing Mix of Retail Store	CO1
11	L-11	Issues in Retail Pricing	CO3
12	L-12	Retail Promotion Strategies	CO3

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topics to be covered</b>	<b>Target Outcome</b>
13	L-13	Case Study	CO2
14	L-14	Trends in retailing – CRM	CO1
15	L-15	Role of IT	CO1
16	L-16	Non-store Retailing	CO2
17	L-17	Shopping Malls- Meaning & Concept	CO2
18	L-18	Trends in India	CO1
19	L-19	Types of Malls	CO2
20	L-20	Video Class- Management Lessons from the street of India	CO5
21	L-21	Strategic Planning for Malls	CO5
22	L-22	Case Study	CO4
23	L-23	Mall design	CO5
24	L-24	Strategic Financial issues in Mall	CO5
25	L-25	Recovery Management in Malls	CO5
26	L-26	HR issues in Mall Management	CO5

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topics to be covered</b>	<b>Target Outcome</b>
27	L-27	Mall Marketing Strategies	CO5
28	L-28	Measuring Mall Performance	CO4
29	L-29	Case Study	CO5
30	L-30	Revision	