GC-CRS4 SEMINAR ON RECENT ISSUES IN RETAIL AND SALES MANAGEMENT

Credits: 2

Max. Marks: 50

Objectives:

- Introduce students to current trends, challenges, and innovations in retail and sales management.
- Encourage critical thinking and research on emerging practices in retail and sales.
- Develop presentation, communication, and discussion skills relevant to professional environments.

Course Outcomes (COs):

CO1: Identify and summarize recent issues and developments in retail and sales management.

CO2: Prepare a structured report on a selected topic and present findings effectively.

CO3: Actively participate in discussions, demonstrating understanding and analytical thinking.

Assessment Components:

1. **Report / Written Submission:** 20 Marks
2. **Presentation / Seminar Delivery:** 10 Marks
3. **Participation and Discussion (including Q&A):** 20 Marks

Suggested Readings:

- Berman, B., & Evans, J. R. (2018). Retail management: A strategic approach (13th ed.). Pearson Education.
- Blattberg, R. C., & Neslin, S. A. (1990). Sales promotions: Concepts, methods, and strategies. Prentice Hall.

- Futrell, C. M. (2014). Sales management: Behavior, practices, and cases (2nd ed.). Cengage Learning.
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). Marketing management (16th ed.). Pearson Education India.
- Levy, M., & Weitz, B. A. (2019). Retailing management (10th ed.). McGraw Hill Education.
- Nair, S. (2019). Retail management (6th ed.). Himalaya Publishing House.
- Pradhan, S. (2020). Retailing management: Text and cases (6th ed.). McGraw Hill Education India.
- Sinha, P. K., & Uniyal, D. P. (2012). Managing retailing. Oxford University Press.
- Still, R. R., Cundiff, E. W., & Govoni, N. A. P. (2007). Sales management: Decisions, strategies, and cases (5th ed.). Prentice Hall of India.
- Tanner, J. F., Honeycutt, E. D., & Erffmeyer, R. C. (2020). Sales management: Shaping future sales leaders (3rd ed.). Pearson Education.