

Session Plan

ST. JOSEPH'S COLLEGE OF COMMERCE, BANGALORE.

PG DEPARTMENT

Course Name: MCOM/MCOMIB
Semester:II

Subject :Retail Analytics

Faculty:Ramesh Babu
Grandhi

Module Number	Session No	Topic	Pre- class activity	Pedagogy (in class)	Out of class assignment
1	1	Introduction to Retail		Class Room Discussion, Lecturing, Review	Research on Analytics
	2	Channels	Research on Channels in Retail	Lecturing, Videos	Assignment on Latest trends in Supply
	3	Different formats	Research on Different formats	Lecturing, Case Study, Videos	Research on Advantages of Retail
	4	Evolution of Retail and Trends as on today	Research on Comparison of Retail trends from the current trends	Lecturing, Case Study, Videos	Assignment
2	1	Retail Strategy	Research on Strategies in Retail	Lecturing, Case Study, Videos	Assignment

	2	Market Identification	Research on Identification of Markets	Case Study, Videos	Research on Identification of Markets
	3	Proposition Design	Research on Proposition of design	Lecturing, Case Study	Assignment
	4	Competitive Advantages of Retail	Research on Advantages of Retail	Lecturing, Videos	Assignment
3	1	Retail P&L	Research on P & L	Lecturing, Videos	Assignment
	1	Real Estate and Buying	Research on Real Estate as retail	Lecturing, Videos	Research on Buying behaviour
	2	Retail Distribution	Analysis on Distribution of Retail	Lecturing, Videos, Case Study	Research on Retail Distribution
	3	Store Design	Analysis on Store Design	Lecturing, Videos	Research on Store Design
	4	Retail Operations	Analysis on Retail Operations	Discussion on Retail Operations	Research
4	1	Category Scorecard	Research on Category Scorecard	Discussion	Research on Category Scorecard
	2	RFM	Research on RFM	Lecturing and Videos	Research on RFM
	3	Market Mix Modelling	Analysis on Market Mix	Videos, Case Study	Research

	4	Store Clustering	Analysis on Store Clustering	Videos, Case Study	Assignment
	5	Market Basket Analysis	Analysis on MBA	Videos and case study	Assignment

Reference Books

Retail Analytics: The Secret Weapon (Wiley and SAS Business Series) by Emmett Cox

Indian Retail Analytics by Prashant Mehta