

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Retail Management

Subject Co-ordinator - Prof. Swagato Chatterjee

Co-ordinating Institute - IIT - Kharagpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to Retailing - Part 1
- Lecture 2 - Introduction to Retailing - Part 2
- Lecture 3 - Introduction to Retailing - Part 3
- Lecture 4 - Relationship Management in Retailing
- Lecture 5 - Value-based Retailing
- Lecture 6 - Retailing Services
- Lecture 7 - Loyalty and Reward Programs
- Lecture 8 - Strategic Planning in Retailing
- Lecture 9 - Global Retailing
- Lecture 10 - Retail Business Models by Ownership
- Lecture 11 - Franchising in Retail
- Lecture 12 - Retail Institutions by Store - Based Strategy Mix
- Lecture 13 - Retail Institutions by Store - Based Strategy Mix (Continued...)
- Lecture 14 - Retail Institutions by Store - Based Strategy Mix (Continued...)
- Lecture 15 - Retail Institutions by Store - Based Strategy Mix (Continued...)
- Lecture 16 - Web, Non store-based and Other Forms of Nontraditional Retailing
- Lecture 17 - Web, Non store-based and Other Forms of Nontraditional Retailing (Continued...)
- Lecture 18 - Identifying and Understanding the Customers
- Lecture 19 - Trading Area Analysis
- Lecture 20 - Trading Area Analysis (Continued...)
- Lecture 21 - Trading Area Analysis (Continued...)
- Lecture 22 - Site Selection
- Lecture 23 - Site ownership vs Site Leasing
- Lecture 24 - Retail Supply Chain Management
- Lecture 25 - Retail Supply Chain Management (Continued...)
- Lecture 26 - Retail Operations Management - 1
- Lecture 27 - Retail Operations Management - 2
- Lecture 28 - Retail Operations Management - 3
- Lecture 29 - Image in Retail

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- Lecture 30 - Pricing in Retail
- Lecture 31 - Pricing in Retail (Continued...)
- Lecture 32 - Pricing in Retail (Continued...)
- Lecture 33 - Merchandising in Retail
- Lecture 34 - Merchandising in Retail (Continued...)
- Lecture 35 - Category Management and Merchandise Planning
- Lecture 36 - Retail Promotions
- Lecture 37 - Retail Promotions: non-Ad Promotions
- Lecture 38 - OBHR Issues in Retail - 1
- Lecture 39 - HR Issues in Retail
- Lecture 40 - Vendor Negotiations
- Lecture 41 - Special Merchandising Contexts - 1
- Lecture 42 - Special Merchandising Contexts - 2
- Lecture 43 - Store Layout in Retail
- Lecture 44 - Retail Operations: Financial Aspects
- Lecture 45 - Budgeting and Costing
- Lecture 46 - Financial Merchandise Management
- Lecture 47 - Merchandise Forecasting, Dollar Control