

Introduction



Unit 3

MBA IV Semester [MBA MK 03]

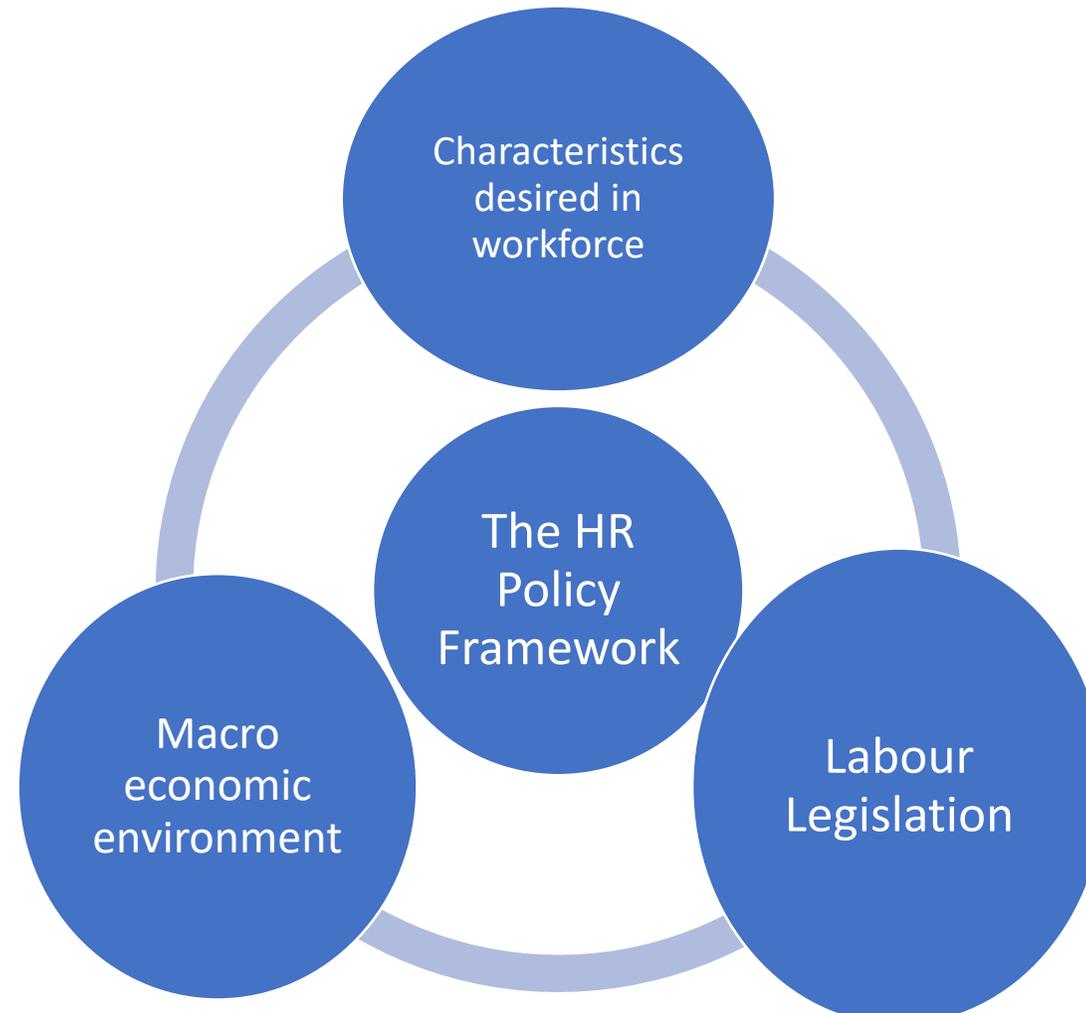


Syllabi

UNIT III

Managing Retail Business: Retail Organization and HRM, Retail Organization and Operations Management, Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality.

Factors affecting HR policy framework in retail industry



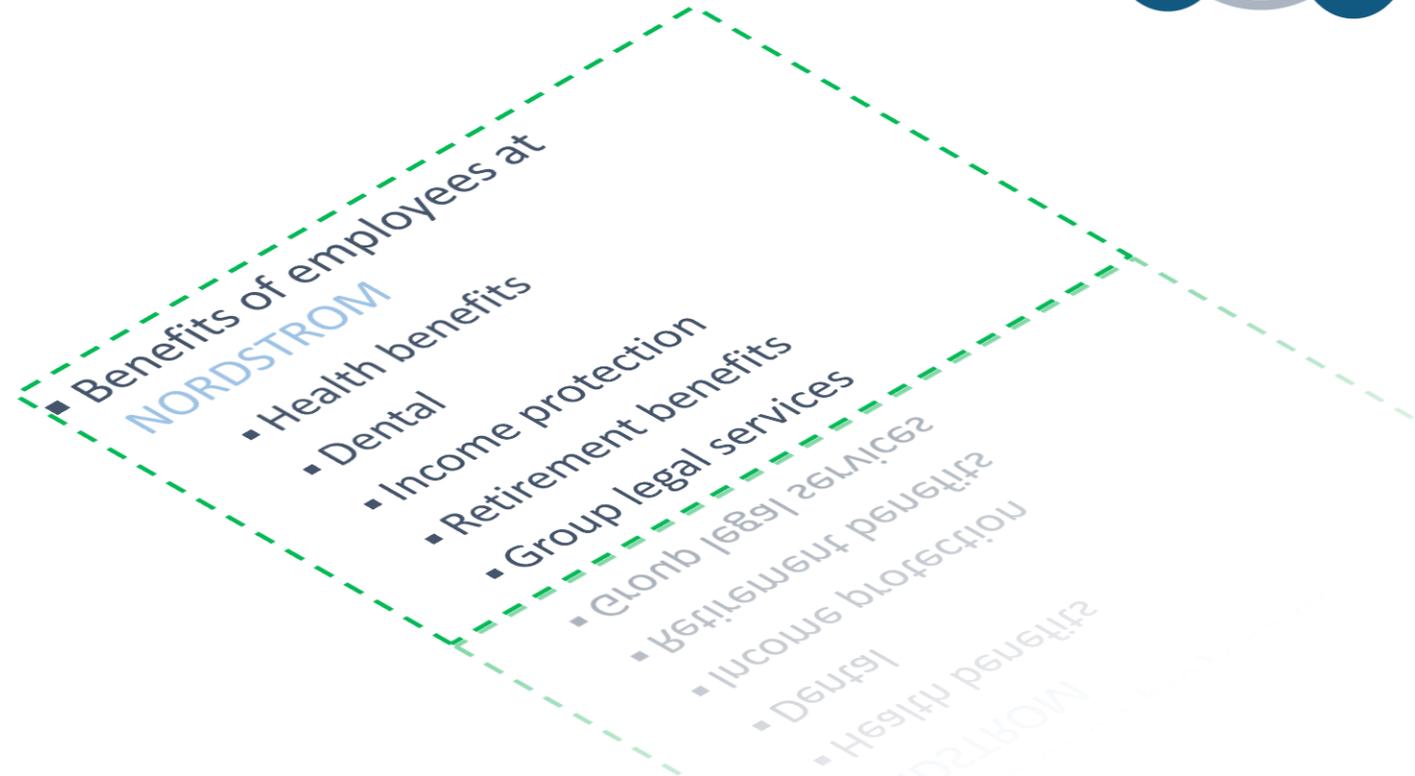
Functions of human resource in retail - I

- Identify various roles in the organization
 - Buying and merchandising
 - Store management and operations
 - Technology support
- Recruitment and selection
- Training
 - Communication skills
 - Product knowledge
 - Company policies on return
 - Knowledge of workplace
 - Market awareness
 - Personal grooming



Functions of human resource in retail - II

- Motivation
 - The organization culture
 - Rewards and recognition
 - Monetary benefits
- Evaluation of performance



Legal compliances

- Payment of bonus act, 1985
- Payment and gratuity act, 1972
- Employee provident fund act
- The employees state insurance act
- The minimum wages act, 1948
- The trade union act, 1926
- The delayed payment act, 1993
- The payment of wages act, 1936

■ Employment of women

- The contract labour act, 1970
- The inter-state migrant workmen act, 1979
- The factories act
- The maternity benefit act
- Equal remuneration act, 1976
- Employees' state insurance (general) regulation
- Workmen's compensation act



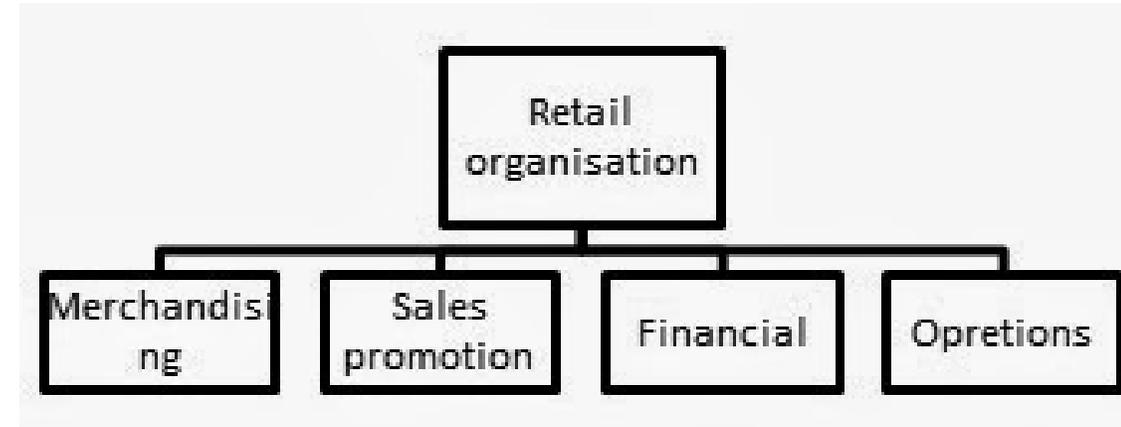
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Creating organization structures

- Top management
- Buying and merchandising
- Store operations
- Administration & human resources
- Support functions like,
 - Advertising , branding and PR
 - Marketing
 - Finance and Accounts



THANK YOU