

EXPERIENTIAL LEARNING REPORT

Retail Management Mall Visit

1. Basic Details of the Activity

Particular	Details
Name of Activity	Experiential Learning Activity – Retail Management Mall Visit
Type of Activity	Experiential Learning / Field-Based Learning
Programme	Master of Business Administration
Class	MBA – Semester III
Course	Retail Management
Venue	Mall
Date	12 th August, 2026
Duration	12:45 PM to 3:30 PM
Nature of Activity	Retail Observation, Store Audit, Customer Experience Study and Faculty Interaction
Activity Category	Experiential Learning / Industry Exposure

2. Objectives of the Activity

The Mall Visit was organized as an experiential learning activity to enable students to connect classroom concepts of Retail Management with real-world retail practices.

The key objectives were:

1. To provide practical exposure to different retail formats and store environments.
2. To enable students to observe consumer behaviour in an actual retail setting.
3. To understand the application of merchandising, visual merchandising, store layout and retail operations.
4. To expose students to technology and innovation in modern retailing.
5. To develop students' ability to evaluate retail practices and identify opportunities for improvement.

3. Learning Outcomes

After completing the activity, students were able to:

1. Analyse retail environments and store experiences.
2. Understand the influence of retail atmospherics on customer behaviour.
3. Recognise the role of brand personality, brand colours and visual elements in retail.
4. Understand the use of retail fixtures and merchandising techniques.
5. Identify technology applications such as POS systems, self-ordering kiosks and AI in retailing.

6. Relate classroom concepts to actual retail practices.

4. Activities Undertaken by Students

Students were divided into groups and assigned specific responsibilities to make effective use of the limited time available during the visit.

The groups undertook:

- Retail Store Audit – Observation of store layout, visual merchandising, product assortment, pricing, promotions and customer service.
- Customer Experience Study – Observation of customer movement, staff interaction, shopping experience and customer touch points.
- Merchandising Observation – Study of product placement, displays, categorization and use of retail fixtures.
- Technology Observation – Identification of POS systems, digital payments, self-ordering kiosks and other technology-enabled retail practices.
- Documentation – Recording observations and collecting photographs wherever permitted.

5. Faculty Interaction and Academic Discussion

During the visit, a faculty-led interaction was conducted to help students connect classroom concepts with real-world retail practices. The discussion covered:

- Retail Atmospherics – How ambience, lighting, music, colour and store design influence customer behaviour.
- Brand Personality and Brand Colours – How visual elements communicate brand identity and influence customer perceptions.
- Retail Fixtures – How fixtures support merchandise display, space utilization and customer movement.
- Store-in-Store Concept – How larger department stores create dedicated spaces for individual brands within the store.
- Technology in Retail – Applications such as POS systems, self-ordering kiosks and Artificial Intelligence in retailing.

The interaction helped students identify these concepts through actual examples observed during the mall visit.

6. Industry–Academia Interaction

The Mall Visit provided students with an opportunity to observe the practical implementation of concepts covered in the Retail Management course.

Students were encouraged to independently observe, question and interpret retail practices. The faculty member acted primarily as a facilitator and academic guide, drawing students' attention to significant retail practices and introducing them to novel concepts and applications.

The activity encouraged students to view the mall not merely as a shopping destination but as a real-world retail learning environment.

7. Overall Outcome

The Retail Management Mall Visit was successfully conducted as an experiential learning activity.

The activity enabled students to connect theoretical concepts with actual retail practices through store observation, customer experience analysis, merchandising study and technology identification.

The faculty interaction further enhanced the learning experience by introducing students to Retail Atmospherics, Brand Personality, Brand Colour, Retail Fixtures, Store-in-Store concepts and Technology in Retail through practical examples.

Overall, the activity successfully integrated classroom learning, field observation, faculty facilitation and real-world retail exposure, thereby strengthening the experiential learning component of the Retail Management course.

8. Photographs

