

Post Graduate Diploma In Retail Management (PGDRM)

Program Curriculum

Semester-I

PRINCIPLES AND PRACTICES OF MANAGEMENT

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading • Directing • Communicating • Motivating
11. Controlling
12. Co-coordinating (Synchronizing)
13. Evolution of Management Thought
14. Practicing Managerial Career

RETAIL MANAGEMENT – I

1. Enter the Planet of Retailing
2. Global and Indian Retailing Scenario
3. Store Based Retail Formats
4. Retail Consumer Behavior
5. Retail Market Strategy
6. Retail Financial Strategy
7. Retail Location
8. Operations Management
9. Supply Chain Management in Retail
10. I.T. in Retail

CONSUMER BEHAVIOUR

1. Consumer Behavior
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behavior
14. Consumer Modelling
15. Rural Buying Behavior

SERVICES MARKETING

1. Introduction to Services
2. Customer Expectations and Service Perceptions
3. Service Models and New Product Development
4. Pricing and Service Delivery
5. Service Promotion

6. The People Dimension of Services
7. Service Process Blueprinting and Physical Evidence
8. Service Quality

SALES MANAGEMENT

1. Introduction to Sales Management
2. Personal Selling
3. Effective Sales Executive
4. Sales Planning and Budgeting
5. Sales Forecasting
6. Sales Organisation
7. Recruitment and Selection of Sales Force
8. Sales Training
9. Sales Quota and Compensating Sales Personnel
10. Leading and Motivating the Sales Personnel
11. Evaluation and Control of Sales Force
12. Sales Territory
13. Key Accounts Management

Semester II

MARKETING MANAGEMENT

1. Basic Concepts of Marketing
2. The Marketing Environment
3. Market Oriented Strategic Planning
4. Competition and Competitive Strategy
5. Market Research and Demand Forecasting
6. Consumer Behavior
7. Market Segmentation and Selecting Target Markets
8. Positioning
9. Product Concepts
10. Distribution Channels and marketing of services
11. Strategic Pricing
12. Integrated Marketing Communications (IMC)

RETAIL MANAGEMENT – II

1. Merchandise Planning
2. Buying Merchandise
3. Pricing
4. Retail Communication
5. Store Layout and Designing
6. Customer Service
7. Human Resource Management in Retail
8. Establishing Retail Image
9. Non-Store Retailing
10. Franchising

MANAGEMENT INFORMATION SYSTEMS

1. Management Information System
2. Information Technology
3. Data Communication and IT Enabled Services
4. Decision Support System
5. System Analysis and Design

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6. System Development
7. The Database Management System
8. Data Warehousing and Data Mining
9. Information Security and Control
10. Information Systems and Quality
11. Functional Applications
12. Applications in Service Sector

CONCEPTS IN SUPPLY CHAIN MANAGEMENT

1. An Introduction to Concepts in Supply Chain Management
2. Scope, Performance and Strategic Fit
3. Drivers and Obstacles
4. Designing a Supply Chain Distribution Network
5. Role of Network Design in a Supply Chain
6. Network Design in an Uncertain Environment
7. Forecasting Demand
8. Aggregate Planning and Managing Predictable Variability
9. Managing Inventory
10. Optimal Level of Product Availability
11. Sourcing
12. Transportation
13. Information Technology
14. E-Business and the Supply Chain

Semester III

MERCHANDISE MANAGEMENT

1. Managing Merchandise
2. Product Introduction
3. Basics of Merchandise
4. Merchandise Planning
5. Merchandise Analysis and Implementation
6. Buying
7. Retail Vendor Management
8. Category Management
9. Visual Merchandising and Space and Design Communication

BRAND MANAGEMENT

3. Introduction to Brands
4. Brand Identity and Brand Positioning
5. Brand Communication
6. Brand Equity and Brand Valuation
7. Co-Branding, Brand Extension and Multi-brands
8. Branding Strategies
9. Winning Brands
10. Case Studies

CUSTOMER RELATIONSHIP MANAGEMENT

1. Introduction to customer Relationship Management
2. Customer Satisfaction and Loyalty
3. Relationship and Retention
4. Services Marketing and CRM
5. Data Management
6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today and Tomorrow

Semester IV

ADVERTISING AND PUBLIC RELATIONS

1. What is advertising?
2. Objectives of Advertising, Planning and Decision Making
3. Creating the Advertising Campaign
4. Brand Image, Personality and Equity
5. Advertising, Market Positioning, Segmentation
3. . Media Strategy, Budgets, Research
6. Global Marketing and Advertising
7. Advertising and Society, Ethics and Regulations
8. What is Public Relations?
9. Nature and Scope of Public Relations
10. Organisation and Practice
11. Public Relations Practitioner
12. Principal Areas of PR Work
13. Case Studies
14. Media Relations, Investor Relations

RESEARCH METHODOLOGY

3. 1 Understanding Research
4. 2 Scientific Methods and Research
5. 3 Formulating Research Problem and Hypothesis
6. 4 Research Design
7. 5 Data Collection and Measurement
8. 6 Sampling and Sampling Technique
9. 7 Observation
10. 8 The Interview Method
11. 9 The Questionnaire Method
12. 10 The Survey Method
13. 11 The Experimental Method
14. 12 Scaling Techniques and Attitudes Measurement Techniques
15. 13 Data Presentation, Processing and Analysis
16. 14 Hypothesis Testing and Interpretation of Data

Project

Students are required to submit one hard copy project by the end of Semester IV