



DIPLOMA IN RETAIL MANAGEMENT



DURATION: ONE YEAR FULL TIME (2 SEMESTERS)

ELIGIBILITY: Graduate in Any Faculty

ADMISSION PROCEDURE: WRITTEN TEST FOLLOWED BY AN INTERVIEW

OBJECTIVE:

To equip the students with various methods, practices and techniques of management and achieve necessary skills to meet the requirement of the retail sector at domestic and international level.

JOB OPPORTUNITIES:

The employment opportunities are in retail chains, outlets, malls for various functions like Store Management, Supply Chain, Merchandising, Design, Projects, Marketing, Promotion, Brand Management, Technology, Human Resource Management etc. Retail Banking and Insurance are also areas of opportunities. Personal business of retailing is in existence for long and has excellent opportunities.



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COURSE CONTENTS:

SEMESTER 1

- Principles of Management
- Business Communication-English
- Financial Management
- Marketing Management
- Product Knowledge - Retail Product
- Retail Management
- Information Technology – Retail Applications
- Sales Management

SEMESTER 2

- A. Consumer Behavior
- B. Organization Behavior
- A. Marketing Research
- B. Quality Management
- Merchandising & Promotion
- Retail Operations & Services
- Mall Management & E-Retail
- Supply Chain & Logistics
- Project: Retail store visit / Field work/ Training/ Job
- Three Months Compulsory Internship

RECOGNITION : Recognized by International Universities(12 +3 year Degree+Diploma/Post Graduation for Studying abroad)