

POST GRADUATE DIPLOMA IN RETAIL MANAGEMENT (PGDRM) – PROGRAMME CURRICULUM

Semester I

- 1. Principles and practices of management**
- 2. Retail management – I**
- 3. Consumer behaviour**
- 4. Services marketing**
- 5. Sales management**

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 • Mot
11. Retail Location
12. Operations Management
13. Supply Chain Management in Retail
14. I.T. in Retail

Consumer behaviour

1. Consumer Behaviour
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 Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

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 Account Management

Semester II

- 1. Marketing management**
- 2. Retail management – ii**
- 3. Management information systems**
- 4. Concepts in supply chain management**

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. Management and Decision Making
5. Information:
6. Decision Support System
7. System Analysis and Design
8. System Development
9. The Database Management System:
10. Data Warehousing and Data Mining:
11. Information Security and Control
12. Information Systems and Quality
13. Functional Applications
14. 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

- 1. Brand management**
- 2. Merchandise management**
- 3. Research Methodology**

Brand management

1. Introduction to Brands
2. Brand Identity and Brand Positioning
3. Brand Communication
4. Brand Equity and Brand Valuation
5. Co-Branding, Brand Extension and Multibrands
6. Branding Strategies
7. Umbrella Brand Strategy
8. Source Brand Strategy
9. Endorsing Brand Strategy
10. Global Brand Strategy
11. Winning Brands

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. Importance of Ethics
9. Category Management
10. Visual merchandising and Space and design communication

Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method

11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis