



Syllabus

Post Graduate Diploma in Retail Management (PGD RM) **Course structure**

Paper 1A: Business Environment B: Strategic Management	Paper 2A: Marketing Management B: Behavioural Science
Paper 3A: Finance and Control B: Supply Chain Management	Paper 4A: Retail Operation B: Retail Strategy
Paper 5A: HR in Retail B: Trends in Retail	Paper 6A: Project (70) B: Viva-Voce(30)

Full Marks: 48credits (600 marks)

Detailed syllabus:

Paper : 1

- (A) **Business Environment : An overview :** micro and macro environment , business and society , social responsibility ,business ethics ,corporate governance ,political institution and role of state in economic development.

Economic System : New Industrial Policy 1991 , Liberalisation , privatization , globalization .

Legal Environment : The ales of Goods Act 1930 , Companies Act 1956, Consumer Protection Act ,1986 , Trade and Merchandise Act ,1958.

- (B) **Strategic Management :**

Management Concepts : definitions , significance , managerial ethics .

Functional Management : Planning , organization ,motivation ,leadership, communication and controlling .Concept of Strategy , levels of strategy , environmental analysis and diagnosis

Environmental factors -ETOP ,SAP, SWOT analysis and growth models (Igor Ansoff). Process of strategic choice (Porters Approach) , Five Forces Model, Value Chain Analysis -portfolio analysis , portfolio models. Evaluation and control in strategic management.

Paper : 2

- (A) **Marketing Management : definition , functions ,market information science ,**

Consumer behavior , market segmentation ,targeting and positioning, product decision , product mix ,PLC ,branding , packaging and pricing. Promotional decisions -advertising , sales promotion , publicity and personal selling , channel management.

(B)**Behavioural Science :** HR planning , recruitment and selection ,welfare programmes , training and development , performance appraisal, industrial relations-meaning , importance, characteristics. Meaning and concepts of organizational behavior,

organization system and structure, Individual behavior of organization in the organization – values , attitudes ,personality , emotion & perception. Group behavior and group decision making.

Paper : 3

(A) Finance and control :

Finance Accounting : Concept , importance ,scope , preparation of financial Statements , fund flow statements , cash flow statements.

Cost Accounting : Concept, importance, scope , cost ledger ,and control accounts.

Management Accounting : Concept, importance, scope ,budget, budgetary control.

Working Capital Management ; Cash management –different models of optimum levels of cash balance , material management-inventory valuation and Inventory control model.

(B) Supply Chain Management :

Introduction –traditional and supply chain management based approach- Stages in development of support relationships, performance measurement-effective index alignment parameter. Methodologies of inventory control in SCM. Retail Information system, primary and secondary data, sales forecasting, framework for applying SCM. Retail Statistics and measures.

Paper : 4

(A) Retail Operation : Devising merchandising plans, buying organisation , vendor procurement and negotiations , logistics and warehousing , inventory management , supply chain management, store layout . space planning , labels ,establishing a sustainable retail image , customer evaluation, customer service standards-flow of traffic , merchandise, inventory and vendor strategy , retail audit, case studies.

Operational planning , store & shop operations ,space management ,energy management, renovations & alterations ,security ,cash management & credit card processing ,vendor management , computerization ,safety measures, outsourcing and crisis management.

(B) Retail Strategy :

Product pricing, retail pricing ,price adjustments, competition ,retail price vs. retail sales and case study .

Product Mix, marketing Mix, marketing strategy & planning, financial strategy ,retail branding , image building , value chain, advertisement & promotion and case study.

Consumer pattern ,factors influencing buying decisions ,market segmentation , bargaining power ,retailers action & strategy , loyalty and other factors. Selling Skills –Displays, store assortments, store planning & utilization , direct selling skill.

Paper- 5 :

(A) HR in Retail:

Retail organisation structure ,management of organization structure , human resource management process in retail Changing need of human resource in retail , scope ,motivation ,training ,performance goal setting, evaluation , employee commitment and legal aspects .

(B)Trend in Retail :

Customer Relationship and Channel Relationship, Trading area analysis, retail format ,site selection & evaluation ,identification of products & services and case studies.

Evolution of retail in India ,challenges and prospect of retail in India , retail management decision process , retail size and trends and case studies .

Paper- 6 :

(A) Project Report Preparation :

Students will study particular project reports in details, the processes employed for the retail sector and then prepare a feasibility study report or a proposal for a new product / service, based on the guidelines given and covering all the facets. They will have to submit the report within a specified period and make presentation thereafter at the viva voce session.

(B) Viva-Voce : Language Skills & Communication Skill Development : Verbal & Non -verbal.