

**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 • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing 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 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