

## CERTIFICATE COURSE IN RETAIL MANAGEMENT

### 1. DURATION :-

**24 weeks (12 weeks in university + 12 weeks Industrial exposure + one week assessment)**

**Institute: 12 weeks**

**Industry: 12 weeks**

Institute: 12 weeks X 5 days X 4 hours per day

Teaching Scheme Theory:4 hours on alternate days(3 days)

### 2. ELIGIBILITY:

Candidates seeking admission must possess a High School Examination certificate.

**3. COURSE FEE:** 5000/ -(FIVE Thousand only )

### 4. ADMISSION:

Interested candidates shall apply for admission at the time of notification in prescribed form.

Intake: 30 seats Selection /Admission Criteria: First come first serve

## Teaching learning Scheme

S. No.	Course	Duration
1.	Retail Management Theory	60 Hours
2.	Retail Management Practical and Behavioral/Attitude Training	120 Hours
	Total	180

## Marking Scheme

S.No	Subject	Total marks	Internal	external	Passing criteria
1	Retail Management Theory	100	30	70	<i>A student has to score minimum 40 percent marks to pass the</i>
2	Personal Hygiene	100	30	70	
3	Industrial Training/Exposure	300	90	210	

	<b>Total Marks</b>	<b>500</b>	
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## **SYLLABUS**

### UNIT 1:

- Introduction to Retailing: Definition, Characteristics, emerging trends in retailing, Evolution of retailing in India, Factors behind the change of Indian retail industry.

### UNIT 2:

- Retail Formats: Retail institutions by ownership, Retail institutions by Store-Based Strategy Mix, Web, Non-store based, and other forms of Non-traditional Retailing.

#### **References:**

- Berman & Evarv: Retail Management, Prentice Hall, Chapter – 1, 2, 4, 5, 6
- Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House, Chapter – 1, 2, 6, 7

### UNIT 3:

- Choosing a Store Location: Trading-Area analysis, characteristics of trading areas, Site selection, Types of locations, location and site evaluation.

### UNIT 4:

- Store Planning: Design & Layout, Retail Image Mix, effective retail space management, floor space management.

#### **References:**

- Berman & Evarv: Retail Management, Prentice Hall, Chapter – 9, 10
- Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House, Chapter – 15, 16, 17, 24

#### UNIT 5:

- Retail Marketing: Retail Marketing Mix, Advertising & Sales Promotion, Store Positioning, CRM.

#### UNIT 6:

- Retail Merchandising: Buying Organization Formats and Processes, Devising Merchandise Plans, Shrinkage in retail merchandise management, Markup & Markdown in merchandise management

**References:**

- Berman & Evarv: Retail Management, Prentice Hall, Chapter – 14, 19,
- Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House, Chapter – 9, 12, 14, 20, 21, 23

#### UNIT 7:

- Merchandise Pricing: Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing.

#### UNIT 8:

- Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

**References:**

- Berman & Evarv: Retail Management, Prentice Hall, Chapter – 13, 17

- Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House, Chapter – 12, 17