

CERTIFICATE COURSE IN RETAIL MANAGEMENT (12 WEEKS DURATION)



SCHEME AND SYLLABUS

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SCHEME AND SYLLABUS OF PROGRAMME IN RETAIL MANAGEMENT (12 WEEKS DURATION)

1.	Title of the Course	Programme in Retail Management
2.	Duration	12 Weeks
3.	Intake Capacity	30 Participants
4.	Objective	<ol style="list-style-type: none"> 1. To cater to the growing demand and employment avenues in the retail sector : <ol style="list-style-type: none"> a. To the participant will get acquainted with the following: b. Retail Scenario in the market c. Retail Distribution channel & importance of retail in economy d. Strategies to create & promote positive customer service environment e. Practice customer focused responses for various retail situations f. Opportunities available after completion of this course 2. To provide participants with qualification, knowledge, and skills to enter in to the exciting and dynamic sales & marketing arena. 3. To provide customized professional training for the skill up-gradation for the people working in the sales domain.
5.	Course Curriculum	

S.No	Course Title	Units	No. of Sessions	Marks
First Term				
1.	Introduction to Retailing	1	20	100
2.	Marketing and Sales Management	1	20	100
3.	Retail Stores and Operation Management	1	20	100
4.	Supply Chain Management	1	20	100
Second Term				
1	International Retailing	1	20	100
2	Retail Planning	1	20	100
3	Consumer Buyer Behaviour	1	20	100
4	Information Technology in Retail Management	1	20	100
5	Viva-voce	1		50
6	Project	1		50
Total		6	160	900
6.	Interpersonal	12 Weeks		
	A) First Term (Class room training)	05		
	B) Observation Study Tour & Assignment	01		
	C) Second Term (Class room training)	06		
	Utilization			
	Total training weeks	12		
	Practical Training	01		
	Total in Class room training	11		
	Approx working days (11 weeks x 5 days)	55 days		
	Available (55-12)	43 days		
	Joining/relieving	02 days		
	Examination	08 days		

	Holidays		02 days
	Total		12 days
	Available Sessions (43x4) (1 session 90 Minutes)		172 sessions
	Class- room Session as per syllabus		160 sessions
	Session available for Library & Computer practice		12 sessions
7.	Eligibly	<ul style="list-style-type: none"> • Graduate or Matriculate with three years experience (Employees and working Members) • Executives/Supervisors/Inspectors of Consumer Coop's and allied organizations. • Supervisors from Retail Stores and Defense service personnel sponsored by DGR 	
8.	Pedagogy	<p>As the focus of the course is on improving decision making skills, experiential method, role plays, in basket exercises, group discussions and presentations are used.</p> <p>The focus of class sessions is on developing skills and attitudes through active student participation rather than on summarizing the reading materials through lectures. The participants are expected to study the recommended literature, cases and discuss within small groups outside the class room.</p>	
9.	Practical Training	Visit to Successful Retail Stores	
10	Assessment and Evaluation :	(i) Internal Class Test	20 %
		(ii) Assignments	20 %
		(iii) Term End Examination	60 %
		Total	100 %
		(a) 8 Subjects will have	800 Marks
		(b) Evaluation of Observation Study	50 Marks
		(c) Viva-Voce	50 Marks
11.	Categorization	For Participant of the Resettlement Course categorization is as per the DGR Guideline.	
		80% and Above	O
		70% but below 80%	A
		60% but below 70%	B
		50% but below 60%	C
		40% but below 50%	D
		Below Average	E

SYLLABUS

PAPER 1. INTRODUCTION TO RETAILING

SECTION-A	Retailing- Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a career.
SECTION-B	Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units, Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.
SECTION-C	Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.
SECTION-D	Emergence of Organized Retailing, Traditional and Modern retail Formats in India, Retailing in rural India, Environment and Legislation For Retailing, FDI in Retailing.

PAPER 2. MARKETING AND SALES MANAGEMENT

SECTION-A	Marketing and its core concepts, Functions of Marketing, Importance of Marketing, Marketing Environment, Marketing Mix, Product, Product Life Cycle, Product Planning and Development, Brand, Trade Mark, Labeling, Packaging.
SECTION-B	Meaning and Significance of Price, Factors affecting Pricing Decisions, Pricing Policy and Strategies, Promotion Mix, Advertising, Sales Promotion, Personal Selling and Public Relations, Market, Market Segmentation.
SECTION-C	Sales Management- Nature, Scope, Importance, Salesmanship, Qualities of a Good Salesman, Selling Process, Recruiting and Selecting Sales Personnel's.
SECTION-D	Development and Conducting Sales training Programme, Designing and Administering Compensation Plans, Motivating sales staff, Incentives planning, Evaluating sales force performances.

PAPER 3. RETAIL STORES AND OPERATION MANAGEMENT

SECTION-A	Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.
SECTION-B	Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.
SECTION-C	Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.
SECTION-D	Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

PAPER 4. SUPPLY CHAIN MANAGEMENT

SECTION-A	Definition, Scope, Need, Challenges in Supply chain management, Uncertainty and supply chain management, Supply chain Drivers and Obstacles, Supply chain Network, Different types of Supply Chain Networks.
SECTION-B	Forecasting- Importance, Different Kind of Forecasting Techniques in Estimating Demand, Methods Used to Determine Accuracy of forecast, Sourcing and vender selection, Routing and Route sequencing.
SECTION-C	Inventory Management, EOQ, Minimum level and safety stock, Reordering level, Maximum level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory Management, Lead Time Uncertainty and Product availability.
SECTION-D	Innovations in Supply chain management, Cross Docking and Collaborative Planning, Bull Whip Effect- It's causes and Methods of Overcome.

PAPER 5. INTERNATIONAL RETAILING

SECTION-A	International Marketing- Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing, India's Presence in International Marketing
SECTION-B	Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological
SECTION-C	Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition
SECTION-D	Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

PAPER 6. RETAIL PLANNING

SECTION-A	Human Resource Management in Retailing, Human Resource Planning, Role of Human Resources in Retail Organizations, Recruitment, Selection, Training needs for Employees, Motivation and Performance Appraisal.
SECTION-B	Customer Relationship Marketing in Retailing, Social Marketing in Retailing, Marketing of Services, Service Quality Management and Continuous Quality Improvement, Brand Management, Retail Marketing Mix, Target Market, Positioning, The Retail Communication Mix.
SECTION-C	Importance of Financial Management in Retailing, Financial Performances and Financial Strategy, Accounting Methods, Strategic Cost Management, Strategic Profit Model, Income Statement, Calculation of Profitability of Retail Stores, Financial Ratios in Retailing.
SECTION-D	Consumer Protection Act 1986, Consumer's Rights, Unfair Trade Practices, The Standard of Weights and Measures Act, Procedure and Duration of Registration, Patent, Copyright and Trade Market.

PAPER 7. CONSUMER BUYER BEHAVIOUR

SECTION-A	Consumer Buyer Behaviour – Scope, Importance and Limitations, Consumer Research, Understanding Consumer and Market Segments, Consumer Behaviour and Marketing Strategy, Understanding the Psychological Foundation of Buying Behaviour: Motivation, Involvement and Motives, Consumer Perception
SECTION-B	Personality – Theories, Self-Concept and its Marketing Implications, Learning Theories and Consumer Attitudes, Communication and Persuasions
SECTION-C	Environmental Influence on Consumer, Culture and its Relevance to Marketing Decisions, Nature and Process of Social Satisfaction, Preference Groups, Family-Family Life Cycle, Family Purchasing Decision and its Marketing Implications.
SECTION-D	Personal Influence, Opinion Leadership, Adoption and Diffusal of Innovations Marketing, Implications of Personal Influences, Consumer Decision Procedure, Post Purchase Behaviour .

PAPER 8. INFORMATION TECHNOLOGY IN RETAIL MANAGEMENT

SECTION-A	Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options Available to Retail, IT Application for Retail, Advantage of IT Application to Retail.
SECTION-B	Collection of Data/Efficiency in Operations help in Communication, Computer Awareness and Different Financial Packages, Issues Concerning the Use of Internet and Related Technology to Improve Retail Business.
SECTION-C	Emphasize Analysis of Consumer and Product/Service Types on Online Retailing, Effective Management of Online catalogues, Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce.
SECTION-D	Electronic Data Interchange, Database Management, Data warehousing, Critical Analysis of E-Retailing Strategies, How Firms are using the Internet to expand their Markets, Customer Relationship Management and increase their sales.