

AMRAPALI GROUP OF INSTITUTES
FACULTY OF COMMERCE AND BUSINESS MANAGEMENT
Diploma in Retail Management
(In Association with RAI)

Duration: One Year (08 Months Classes + 03 Months Internship)

Course Modules:

Module I (03 Months)

- Retail Management
- Business Organization & Management
- Business Economics
- Computer Fundamentals
- PDP
- Module I Exams (MCQ) and Viva Voce

Module II (03 Months)

- Basic Accounting
- Consumer Behavior & Customer Service
- Retail Communication
- Store Operation Management
- PDP
- Module II Exams (MCQ) and Viva Voce

Module III (03 Months)

- E – Commerce
- Retail Selling Skills
- Retail and Social Marketing
- PDP
- Module III Exams (MCQ) and Viva Voce

INTERNSHIP (03 Months)

FIELD STUDY / STORE VISIT

EXAMINATIONS / FINAL VIVA VOCE

PLACEMENT

DRM 101: RETAIL MANAGEMENT

Unit 1: Overview of Retailing Environment

- Introduction and Concept of Retailing
- Formats, Importance and Types of Retailing
- Understanding the Retail Customer
- Infrastructural Decisions
- Growth Strategies

Unit 2: Retail Market Segmentation and strategies

- Market Segmentation
- Retail Strategy for Penetration of New Markets
- Retail Value Chain
- Kinds of market

Unit 3: Retail Mix

- Product Merchandise
- Pricing Strategies, Factors Affecting Pricing, Controlling Cost
- Promotion and Communication Mix
- Distribution Channels in Retail

Unit 4: Emerging Trends in Retailing

- Retail Industry in India
- Legal and Security Issues in Retail
- Technology in Retailing
- Non-Store Retailing
- Changing Nature of Retail
- Challenges Faced by Retail Sector

References:

- *Retailing: An Introduction by Roger Cox & Paul Brittain, Publisher- Pearson Education*
- *Retail Management by Berry Berman & Joel R Evanus, Publisher- Pearson Education*
- *Self Developed Handbook*

DRM 102: BUSINESS ORGANIZATION AND MANAGEMENT

Unit 1: Introduction

- Business Concept & Objectives
- Social Responsibility of Business
- Establishment of New Business Meaning
- Objectives & Principles of Organization

Unit 2: Norms of Business Organization

- Sole Trade ship, Partnership Firm Business (Public & Private)
- Definition of Management, Its Nature of Purpose
- Recent Developments of Management Thought

Unit 3: Planning & Organizing

- Nature & purpose
- Types of plans
- Management by Objectives (MBO)
- Decision Making
- Forecasting
- Organizational Design & Organization Structure
- Power & Distribution of Authority

Unit 4: Human Resource Management

- Human Resource Planning, Recruitment and Selection
- Job Enlargement & Job Enrichment
- Training & Development
- Performance Appraisal
- Remuneration

References:

- *Modern Business Organization & Management by Sherlekar, S.A. and Sherlekar, V.S, Himalaya Publishing House, 2000.*
- *Self Developed Handbook*

DRM 103: BUSINESS ECONOMICS

Unit 1: Introduction

- Definition, Nature & scope of Economics
- Micro Economics & Macro Economics

Unit 2: Market Analysis

- Meaning of Market
- Classification & size of Market
- Perfect & Imperfect Competition
- Monopoly, Oligopoly, Price determination under Monopoly

Unit 3: Trade Cycle

- Meaning, characteristic & Phases
- Theories of Trade cycle

Unit 4: National Income

- Meaning and concepts GNP, NNP, NI, PI, DI
- Measurement of National Income
- Definition & Function of Money

References:

- *Modern Economic Theory* by K. K. Dewtt
- *Modern Economics, Theory & Practice* by Ahuja H. L., S. Chand & Company, New Delhi
- *Self Developed Handbook*

DRM 104: COMPUTER FUNDAMENTALS

Unit 1: Introduction to Computers

- Definition of Electronic Computer
- History and Generations
- Characteristics and Application of Computers
- Classification of Computers
- Computer Hardware and Software

Unit 2: Data Communication & Internet

- Basic concepts of Computer Networks
- Introduction of LAN and WAN
- Internet & World Wide Web
- Search Engines and E mails

Unit 3: Concepts in Operating System

- Office Tools and Data Management
- Introductory concepts in operating system & Data Management
- Textual Vs GUI Interface
- MS Windows
- Introduction to JPEG, MPEG, MP3 & AVI
- Ms Office Tools

Unit 4: IT Industry Trends and Application in India:

- Application to IT to Areas like E-Commerce
- Electronic Governance
- Multimedia and Entertainment

References:

- *Foundations of IT by D.S. Yadav, New Age, Delhi*
- *Introduction to Computers by Rajaraman, PHI*
- *Self Developed Handbook*

DRM 201: BASIC ACCOUNTING

Unit 1: Conceptual framework

- Meaning and Concepts
- Convention and Scope
- Importance of Accounting

Unit 2: Recording

- Double Entry System of Bookkeeping
- Rules of Bookkeeping
- Journals and Ledger Posting
- Preparation of trial balance

Unit 3: Analyzing

- Manufacturing, Trading and Profit and Loss Accounts
- Preparation of balance sheet

Unit 4: Inventory Valuation

- Objectives and Methods
- LIFO
- FIFO
- Weighted Average Price

References:

- *An Introduction to Accountancy, S.N. Maheswari & S.K. Maheswari, Vikas Publishing House.*
- *Financial Accounting by P. C. Tulsian*
- *Self Developed Handbook*

DRM 202: CONSUMER BEHAVIOR & CUSTOMER SERVICE

Unit 1: Introduction

- Concepts of Buying
- Consumer Behavior: Nature, Scope and Applications
- Concept & Techniques to Understand the Retail Dynamics of Consumer Behavior
- Organizational Buying Behavior

Unit 2: Individual Influences on Buying Behavior

- Perceptions & Attitude and Attitude Change
- Consumer Motivation and Involvement
- Learning and Memory
- Personality and Self-concept

Unit 3: Group Influences on Consumer Behavior

- Reference Group Influence and Group Dynamics
- Family Buying Influences, Family Life-cycle and Buying Roles
- Cultural and Sub-Cultural Influences

Unit 4: The Buying Process

- Problem Recognition and Information Search Behavior
- Information Processing & Alternative Evaluation
- Purchase Process and Post-Purchase Behavior
- Models of Retail Consumer Behavior

Unit 5: Customer Service Management

- Societal Factors Affecting Customer Service
- Customer-Friendly Systems
- Customer Service Recovery
- Strategies for Promoting a Positive Service Culture

References:

- *Consumer Behaviour by Schiffman. LG and Kanuk, LL*
- *Self Developed Handbook*

DRM 203: RETAIL COMMUNICATION

Unit 1: Concept of Communication

- Meaning & Importance of Communication
- Essentials of an effective communication
- Barriers to effective communication
- Channels of Communication

Unit 2: Types of Communication

- Written or verbal communication
- Formal & Informal Communication
- Up-downward communication

Unit 3: Written Communication

- Formal Reports
- Technical Reports
- Business Correspondence
- Notice, Agenda, Minutes and Manuals
- Research Papers and Articles

Unit 4: Oral and Non Verbal Communication

- Meetings, Seminars, Conferences
- Group Discussion and Audio Video Aids
- Non Verbal Communications: Postures, Gestures and Personal appearance

References:

- *Business Communication by K. K. Sinha*
- *Business Communication by T.N. Chhabra, Sun India Publication Delhi*
- *Self Developed Handbook*

DRM 204: STORE OPERATION MANAGEMENT

Unit 1: Introduction

- Concepts and Objectives
- Types of Retail Stores
- Site Selection of Retail Store
- Merchandise Management in Retail Store

Unit 2: Store Management and its Operations

- Retail Store Operations
- Financial Dimension in Retail Store
- Asset Management
- Retail Store Security
- Human Resource Management

Unit 3: Space Management and Visual Merchandising

- Layout Planning
- Space Management Methods in Various Sectors
- Atmospherics
- Merchandise Management and Principles of Merchandise Management
- Retail Strategy for Visual Merchandising

Unit 4: Mall Management

- Concept of Mall Design
- Factors Influencing Mall's Establishment
- Legal Compliances and Issues
- Store Allocation
- Security and Safety Procedures
- Operational activities

References:

- *Self Developed Handbook*

DRM 301: E- COMMERCE

Unit 1: Foundation of E – Commerce

- Meaning, Definitions and Scope
- Transition from Traditional Marketing to E Marketing
- E Retailing Application Perspective and Practices
- Online Brand Management

Unit 2: Marketing Mix of E – Retailing

- Cyber Intermediaries in E Retailing
- Online Pricing, Factors Affecting Online pricing
- Promotion Strategies of E Retailing Business

Unit 3: E – Commerce

- Current Trend Analysis and Measure
- Meaning and Uses of B2B, B2C, C2C, B2G, P2P Models
- M- Commerce
- E- Commerce Payment System
- E- Payment Security Challenges, Business Risk and solutions

Unit 4: Customer Loyalty in E – Retailing

- Role of E- CRM
- Third Party Assurance and Trust in E – Retailing
- ERP and Challenges in Successful Implementation of ERP in E – Retailing
- E – Fulfillment and Scope of Process of E- Fulfillment

References:

- *E – Commerce by Parag Diwan & Sunil Sharma*
- *E- Retailing by D. P. Sharma*
- *Self Developed Handbook*

➤ DRM 302: RETAIL SELLING SKILLS

Unit 1: Sales Management: Basic Functions

- Introduction to Sales Management
- Personal Selling
- Sales Process

Unit 2: Selling Skills

- Communication Skills
- Sales Presentation
- Negotiation Skills
- Retail Communication: Sales Displays

Unit 3: Sales Force Management

- Job Analysis, Recruitment and Selection
- Training the Sales Force
- Compensation and Motivation of Sales Forces
- Monitoring and Performance Evaluation

Unit 4: Planning and Control of the Sales Effort

- Sales Planning
- Sales Organization
- Sales Forecasting and Sales Quotas
- Sales Budgeting and Control

References:

- *Selling & Sales Management by David Jobber Publisher- Pearson Education*
- *Sales Management by Recharad R. Still & Edward R. Condrift Publisher- Pearson Education*
- *Self Developed Handbook*

DRM 303: RETAIL AND SOCIAL MARKETING

Unit 1: Retail Marketing

- Meaning, Scope & Importance of Marketing
- Product Life Cycle and Product Mix
- Segmentation, Targeting and Positioning

Unit 2: Marketing Mix

- Product Planning and Development (Packaging, Labeling)
- Price Decisions- Initial Price setting, Discount
- Channels of Distribution & Retail Warehousing
- Internet and Direct Distribution System
- Promotion Mix

Unit 3: Customer Loyalty Programs

- Building & Managing Customer Loyalty
- Marketing Customer Loyalty
- Customer Reward Programs
- Social Marketing Communication

Unit 4: Visual Merchandising Principles

- Visual Merchandising Concepts
- Classifications & Display Strategy
- Color Psychology & Material Exploration
- Finalization A Display
- Sophistication in Visual Display

Unit 5: Retail Brand Management

- Definitions and Role of Brand
- Brand Loyalty and Positioning of Brand
- Brand Name and Brand Awareness
- Brand Updating and Brand Extension
- Corporate Branding

References:

- *Retail Marketing Management by David Gilbert Publisher- Pearson Education*
- *Self Developed Handbook*