

## VALUE ADDED COURSE

Session - 2022-2023



# CERTIFICATE COURSE IN RETAIL MANAGEMENT

### About the course

Retail Management is a process of promoting sales and increase customer satisfaction by consumers' understanding of goods and services produced. This value added course will explore the implication and understanding of retail sector; which further comprehend functional knowledge of operations in business organization. Students will understand the basic concepts of retail management and the latest developments in retail industry in the Indian context. After completing of the course, students will know about retailing, types of retailers and retailing strategies.

### Learning Outcome

After completion of the course, students will be able to:

- Understand the basic concepts of retail management and the latest developments in retail industry in the Indian context.
- Develop knowledge of contemporary retail management issues at the strategic level.
- Establish an academic relationship to the above through the application of retailing theory and research.

### Note

- Interested students must fill the registration form by 9/3/2023, by 5:00 pm.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce.

Timing : 12:30 pm - 01:30 pm  
04:00 pm - 05:00 pm

Duration : 30 hours

Resource Person :

**Mr. Shrish Singh**  
**Dr. Mukesh Kumar**  
**Dr. Bhoopendra Bharti**  
**Dr. Pushpa**  
**Dr. Rubeena**  
**Dr. Ruchi Srivastav**

Registration Date :

**08-03-2023 - 09-03-2023**

### Module

- Introduction to Retailing (3 hours)
- Types of Retailer (5 hours)
- Retail Buying Behaviour (5 hours)
- Retailing Strategy (3 hours)
- Retail Locations (3 hours)
- Merchandise Planning (5 hours)
- Retail Pricing and Communication Mix (3 hours)
- Store Management (3 hours)

For any queries related the VAC certification course, Please feel free to contact

**VAC Coordinator : Dr. BB Tiwari (98380 01910)**