

Course Module
For
Certificate Course in Retail Management

Total Duration required: 30 Hours

Course Structure

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction to Retailing (3 hours)	Understand basic concepts of retail management and the latest developments in retail industry
2	Types of Retailer (5 hours)	Discover the application of retailing theory
3	Retail Buying Behavior (5 hours)	Learn about buying process and buying decisions
4	Retailing Strategy (3 hours)	Develop knowledge of contemporary retail management issues at the strategic level
5	Retail Locations (3 hours)	Understand about locations opportunities and Legal considerations
6	Merchandise Planning (5 hours)	Demonstrate an understanding of the merchandise management process, inventory planning, retail pricing and designing of the retail communication mix
7	Retail Pricing and Communication Mix (3 hours)	Learn about pricing strategies, ethical pricing issues and communication programs to develop brand images
8	Store Management (3 hours)	Evaluate store layout and design alternatives, and demonstrate an understanding of store management as well as display a sensitivity towards the human resources, ethical and legal issues in retailing

References:

- Levy M., Weitz B.A and Pandit A., Retailing Management, McGraw Hill Education, India.
- Berman Evans J. R. & Mathur, M., Retail Management, Pearson Education, India.
- Pradhan S., Retailing Management- Text and cases, McGraw Hill Education, India.
- Bajaj C., Tuli R. & Srivastava N. Y., Retail Management, Oxford University Press.

Evaluation Pattern: On the basis of viva voce