



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

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Department of Management Sciences

**Report
On
Value Added Course
(2022-23)**

Certificate Course on Retail Management

ACTIVITY: Value Added Course

TITLE : Certificate Course on Retail Management

VALUES: Use of Retailing strategy, Retail buying Behaviour, Merchandise Planning , Store Management

LEARNING OUTCOMES: 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.

Organized by: Department of Management Sciences

Program Theme: Certificate Course on Retail Management

Internal Experts: Mr. Shrish Singh, Dr. Mukesh Kumar, Dr. Bhoopendra Bharti, Dr. Pushpa, Dr. Rubeena Bano, Dr. Ruchi Srivastva

Date: 3rd June, 2023

Time:

Batch	Time
Batch 1	12:30pm-1:30pm
Batch 2	12:30pm-1:30pm
Batch 3	12:30pm-1:30pm
Batch 4	4:00pm-5:00pm
Batch 5	4:00pm-5:00pm
Batch 6	4:00pm-5:00pm

Venue:

Batch	Room No.
Batch 1	1409
Batch 2	1407
Batch 3	1406
Batch 4	1408
Batch 5	1407
Batch 6	1409

Poster/Flyer/Notice*

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)

N.A.

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

342 (60 per batch)

Batch	No. of Students
Batch 1	60
Batch 2	60
Batch 3	60
Batch 4	60
Batch 5	60
Batch 6	42

No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)

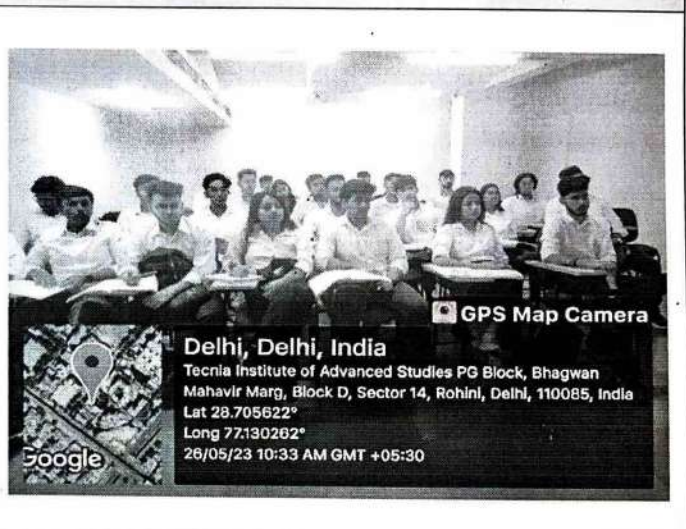
6

No. of External Participants (students + faculty) [write NA if not applicable]

N.A.

(Geotag) Photograph*

Photograph of the Event with the Caption



Report: Description in (min 250 to max 800 word)*

A Value Added Course on Retail Management was organized by Department of Management Sciences, In Tecnia Institute of Advanced Studies in Offline Mode. The theme of this course was learning of Retail Management. It was organized for TIAS students to provide them the understanding of the retailing and its strategies. This course gives students the knowledge of retailing, types of retailers, retailing strategies, retailing locations and retail pricing. This value added course will explore the implication and understanding of retail sector; which further comprehend functional knowledge of operations in business organization. Retail Management is a process of promoting sales and increase customer satisfaction by consumers' understanding of goods and services produced. 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 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, Demonstrate an understanding of the merchandise management process, inventory planning, retail pricing and designing of the retail communication mix, Discover the application of retailing theory and understand about locations opportunities and Legal considerations.

Resource Person Profile

Mr. Shrish Singh

Assistant Professor in Department of Management Sciences, he is having 14 years of teaching experience, his expertise is in Marketing Business Analytics and Quantitative techniques.

Dr. Mukesh Kumar

Associate Professor in Department of Management Sciences, he is having more than 10 years of teaching experience, his expertise is in Marketing.

Dr. Bhoopendra Bharti

Associate Professor in Department of Management Sciences, he is having 10 years of teaching experience, his expertise is in Marketing and Human resource.

Dr. Pushpa

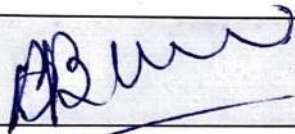
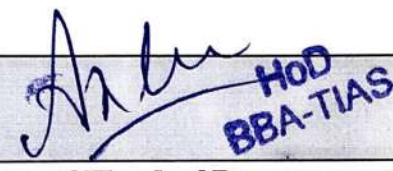
Assistant Professor in Department of Management Sciences, she is having 7 years of teaching experience, her expertise is in Marketing and finance.

Dr. Rubeena Bano

Assistant Professor in Department of Management Sciences, he is having 5 years of teaching experience, her expertise is in HR and Marketing.

Dr. Ruchi Srivastva

Associate Professor in Department of Management Sciences, she is having 10 years of teaching experience, her expertise is in Marketing

Attendance Sheet*	Attached at the end of Report
Feedback	Sample feedback attached at the end of Report
Report Submitted by Convener (write faculty coordinator name)	Dr. B.B. Tiwari
For Office Use	 
Signature of VAC Coordinator	Signature of Head of Department (with seal)

Fields marked with '**' are mandatory