



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
 Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
 Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
 Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspp.tecnia.in



Department of Management Sciences
(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/103

Dated: 31/5/2023

(Batch- 1)

Value Added Course: Certificate Course in Retail Management

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Retail management scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Mr. Shrish Singh, Faculty in Department of Management Sciences with the module contents as under:-

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



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All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person

Name of Resource Person
Mr. Sirosh Singh

Dated: *31/5/23*

Submitted to HoD-

HoD
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Department of Management Sciences
(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/103

Dated: 31/5/2023

(Batch- 2)

Value Added Course: Certificate Course in Retail Management

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Retail management scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Mukesh Kumar, Faculty in Department of Management Sciences with the module contents as under:-

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
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All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Mukesh

Signature of Resource Person

Dr. Mukesh Kumar
Name of Resource Person:

Dated: *21/5/23*

Submitted to HoD-

[Signature]
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Ref: TIAS/2022-23/BBA/ACAD/VAC/103

Dated: 31/5/2023

(Batch- 3)

Value Added Course: Certificate Course in Retail Management

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Retail management scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Bhoopendra Bharti, Faculty in Department of Management Sciences with the module contents as under:-

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
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Bhoopendra

Signature of Resource Person

Dr. Bhoopendra Bharti

Name of Resource Person:

Dated: 31/5/23

Submitted to HoD-

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Dated: 31/5/2023

(Batch- 4)

Value Added Course: Certificate Course in Retail Management

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Retail management scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Pushpa, Faculty in Department of Management Sciences with the module contents as under:-

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
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All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Dr. Pushpa

Signature of Resource Person

Dr. Pushpa
Name of Resource Person:

Dated: 31/5/23

Submitted to HoD-

[Signature]
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Department of Management Sciences
(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/103

Dated: 31/5/2023

(Batch- 5)

Value Added Course: Certificate Course in Retail Management

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Retail management scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Rubeena Bano, Faculty in Department of Management Sciences with the module contents as under:-

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
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All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Rubens

Signature of Resource Person

Dr. Rubena Bano

Name of Resource Person:

Dated: *31/5/22*

: Submitted to HoD-

[Signature]
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Department of Management Sciences
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Dated: 31/5/2023

(Batch- 6)

Value Added Course: Certificate Course in Retail Management

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Retail management scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Ruchi Srivastva, Faculty in Department of Management Sciences with the module contents as under:-

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
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Ruchi Srivastava

Signature of Resource Person

Dr. Ruchi Srivastava
Name of Resource Person:

Dated: *31/5/23*

Submitted to HoD-

[Signature]
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