

MADHUSUDAN INSTITUTE OF CO-OPERATIVE MANAGEMENT, BHUBANESWAR.



SCHEME AND SYLLABUS OF CERTIFICATE COURSE IN RETAIL MANAGEMENT (12 WEEKS DURATION)



**Madhusudan Institute of Co-operative Management, Bhubaneswar
(AN Institution OF National Council For Cooperative Training, New Delhi,
Promoted BY Ministry of Cooperation , Govt. of India)**

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CERTIFICATE COURSE ON RETAIL MANAGEMENT (12 WEEKS)

SCHEME AND SYLLABUS

COURSE SR. NO.160-08-2021

1.	Title of the Course	Certificate Course On Retail Management		
2.	Duration	12 Weeks		
3.	Intake Capacity	40 Participants		
4.	Objective	<ol style="list-style-type: none">1. To cater to the growing demand and employment avenues in the retail sector:<ol style="list-style-type: none">a. To the participant will get acquainted with the following:<ol style="list-style-type: none">i. Retail Scenario in the marketii. Retail Distribution channel & importance of retail in economyiii. Strategies to create & promote positive customer service environment and establish own Retail Business.iv. Practice customer focused responses for various retail situationsv. Opportunities available after completion of this course2. To provide participants with qualification, knowledge, and skills to enter in to the exciting and dynamic sales & marketing arena.3. To provide customized professional training for the skill up-gradation for the people working in the sales domain.		
5.	Course Curriculum			
S.No.	Course Title	Units	No. of Sessions	Marks
1.	Basics of Retail Management	1	35	100
2.	Retail Strategy and Planning	1	35	100
3.	Retail Advertising and Sales Promotion	1	35	100
4.	Consumer Behaviour and Customer Relationship Management	1	35	100
5.	HRM practices in Retail	1	35	100
6.	Basic Computers and E-Commerce	1	35	100
7.	Personality Development Includes Bio data preparation, Group discussion, Interview, Soft Skill, Stress management, Communication, presentation Investment planning etc.	0.5	15	-
8.	Observation cum study tour	0.5	30	50
9.	Examination		21	

10.	Joining and Valediction		4	50
Grand Total			280	700
6.	Interpersonal	12 Weeks		
	A) Class room training	11		
	B) Observation Study Tour & Assignment	01		
	Utilization			
	Total training weeks	12		
	Practical Training	01		
	Total in Class room training	11		
	Approx working days	55 days		
	Joining/relieving	02 days		
	Examination	07 days		
	Holidays	27 days		
	Available Sessions (57*4) (1 session 60 Minutes)	220sessions		
	Class- room Session as per syllabus	150 sessions		
	Examination	21 sessions		
	Session available for Library & Computer practice	25 sessions		
	Observation cum study tour - Seminars	24 sessions		
7.	Eligibility	Personnel sponsored by DGR		
8.	Pedagogy	<p>As the focus of the course is on improving decision making skills, experiential method, role plays, in basket exercises, group discussions and presentations are used.</p> <p>The focus of class sessions is on developing skills and attitudes through active student participation rather than on summarizing the reading materials through lectures. The participants are expected to study the recommended literature, cases and discuss within small groups outside the class room.</p>		
9.	Practical Training	Visit to Successful Retail Outlets		
10	Assessment and Evaluation :	(i) Internal Class Test	20 %	
		(ii) Assignments	20 %	
		(iii) Term End Examination	60 %	
		Total	100 %	

		(a) 6 Subjects will have	600 Marks
		(b) Evaluation of Observation Study	50 Marks
		(c) Viva-Voce	50 Marks
		(d)	
11.	Categorization	For Participant of the Resettlement Course categorization is as per the DGR Guideline.	
		80% and Above	O
		70% but below 80%	A
		60% but below 70%	B
		50% but below 60%	C
		40% but below 50%	D
		Below Average	E

Detailed Syllabus

Basics of Retail Management	
1.	Introduction to Retail: Meaning, Scope, Functions, Marketing-Retail Equation, Rise of the Retailer, Global Retail Market, Retail as career.
2.	Retail in India: Organised Retail, Evolution of Retail in India, Drivers of Retail change in India, Size of Retail in India, Challenges to Retail Development in India.
3.	Theories of Retail Development & Business Models in Retail: Evolution of Retail Formats, Theories of Retail Development, Concept of Life Cycle in Retail, Business Models in Retail, Traditional Business Models in Indian Retail.
Retail Strategy and Planning	
1.	Developing vision, mission – Store Differentiating Strategies – Retail Growth and Expansion strategies. Retail surveys – qualitative research – research design – Developing a methodology – Shopper observations – retail audits
2.	Retail Market Strategy: Store Positioning - Retail Marketing Mix - Definition of retail Market Strategy – Focus on the Customer – nature of Strategic Planning – Preplanning: Assessing the Firms situation – SWOT – Mission – Goals and objectives –Budget implementation and control.
3.	Retail Marketing and Branding, Retail Management Information Systems.
4.	Private Labels, Retail Franchising, Supply Chain Management.
5.	Retail Supply Chain Management, Push and Pull Supply chain, Partnership among Retailers and Vendors in SCM
Retail Advertising and Sales Promotion	
1.	Advertising Communications and Promotions- Effective Advertising: Understanding When, How, and Why Advertising Works- Marketing Objectives and Positioning- Target Audience Selection and Action Objectives- Communication Objectives- The Creative Strategy and Tactics- Media Strategy: The Reach Pattern and- Effective Frequency- The Creative Strategy and Tactics- Media Strategy: The Reach Pattern and- Effective Frequency- Campaign Tracking and Evaluation-Setting the Campaign Budget- Sales Promotions.
2.	Promotion Impact- On the Marketing Mix-On the Customer-Promotions and Integrated Marketing- Creating a Customer Relations- Characteristics of an Integrated Programme-Strategic Considerations- Promotions role- Overcoming barriers in Integrated Marketing-.
3.	Tactical Analysis –Strategic analysis to Promotion tactics- Objective Setting- Perspective on Strategy –Promotional tactical tool set –When and how to apply the right tactics-Built-traffic- Reach new customers- Trade users up- Introduce new products- Gain Product Display, Placement & Distribution- Stimulate repeat sales- Generate Brand loyalty-

4.	Sales promotion technique- Off the Self Offers- Joint Promotions- Price Promotions- Premium Promotions- Prize Promotions- How Promotion Affects Sales-Switching, Acceleration, and Deceleration- How Promotion Affects Sales- Acceleration, Repeat Purchasing, Consumption-Trade Dealing
5.	Retailer Promotions-Consumer Promotions (Coupons, Rebates, and Loyalty Programs)-Consumer Promotions (Loyalty Programs, Online, and Special Event Promotions)-Calculating Promotion Profitability-Trade Deals, Retailer Promotions, Coupons, Rebates-Measuring Promotion Effectiveness-Sales Promotion Strategy-Procter and Gamble's Value Pricing Strategy-Sales Promotion Strategy

Consumer Behaviour and Customer Relationship Management

1.	Consumer Buyer Behaviour – Scope, Importance and Limitations, Consumer Research, Understanding Consumer and Market Segments, Consumer Behaviour and Marketing Strategy, Understanding the Psychological Foundation of Buying Behaviour: Motivation, Involvement and Motives, Consumer Perception
2.	Personality – Theories, Self-Concept and its Marketing Implications, Learning Theories and Consumer Attitudes, Communication and Persuasions
3.	Environmental Influence on Consumer, Culture and its Relevance to Marketing Decisions, Nature and Process of Social Satisfaction, Preference Groups, Family-Family Life Cycle, Family Purchasing Decision and its Marketing Implications.
4.	Retail surveys – qualitative research – research design – Developing a methodology – Shopper observations – retail audits
5.	Understanding the Retail Consumer: Need for studying Consumer Behaviour, Factors Influencing the Retail Shopper,
6.	Merchandise Management: Basics of Retail Merchandising, Process of Merchandise Planning, Methods of Merchandise Procurement, Retail Pricing and Evaluating Merchandise Performance.
7.	CRM in Retailing - Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts.

HRM Practices in Retail

1.	Introduction – objectives of HRM in retailing and functions of HRM.
2.	Creating Organisation Structure, process of organising retail farm, Organisational Structure applied by small and independent retail store
3.	When and who should hire? Managing store employees – Recruitment and its process – Training and its methods, Motivation
4.	Human Relation in Retail
5.	Retail Communication Mix, Role of Communication methods and process

6.	Building a sustainable Competitive Advantage in retail
7.	Stress & Time Management – Team Building with sales force
Basic Computers and E-Commerce	
1.	Basic concepts of Computer – Hardware – Software- Windows Operating System
2.	MS Office- Word- Excel –PowerPoint - Internet & E-mail
3.	E-commerce - Electronic Commerce and Retailing – E-Retailing- Difference between Traditional retailing and E-retailing - Benefits of E-Retailing to the customer - To the business - Models of E-Retailing – Electronic payment systems