Post Graduate Certificate in Management (PGCM)- Retail Management

Programme Structure

Module 1

- GM11 - Management Function & Organisational Behaviour
- RM01 - Fundamentals of Retailing
- RM02 - Essentials of Marketing
- RM03 - Customer Attraction and Relationship Management

Module 2

- RM04 - Merchandise Management & Pricing
- RM05 - Managing Retail Operations
- RM06 - Supply Chain Management & IT Application
- GM100 - Project Work
Detailed Syllabus

GM11 - MANAGEMENT FUNCTIONS AND ORGANIZATIONAL BEHAVIOUR

*Introduction to Management*: The Nature of Organizations and Management; Philosophies and Approaches to Management Practice; Social Responsibility and Ethics

*Planning & Controlling*: Organizational Decision Making; Planning as an Organizational Activity; Controlling as an Organizational Activity

*Organizing & Leading*: Organizing and Co-ordinating the Work of the Organization; Power and Distribution of Authority; Leading Organizational Members; The Nature of Groups and Teams in Organizations

*Organizational Behaviour & Perception*: Perception; Personality and Cultural Differences; Attitudes in Organizations; Interpersonal Relations; Work Motivation; Conflict management

RM01 - FUNDAMENTALS OF RETAILING

*The World of Retailing*: Introduction to Retailing: Definition and scope of retailing; Evolution of retailing: Organized retail in Abroad and India; Theories of retail development; Emergence and transformation; Contribution of retailing to Indian Economy; FDI in retail sector

*Opportunity Analysis*: Retailing Environment; Economic Environment; Socio demographic change; Technological Environment; Changing Expenditure and shopping pattern; Legal & Ethical issues; Management opportunities; Entrepreneurial opportunities

*Retail Format and Location*: Formats of Retailing: Retail formats, Super markets, Hyper Markets, Departmental stores, Convenience store; Retail categories: Food; Banking; Health Services; Retail Institutions categorized by ownership: Independent, franchising, leased, vertical marketing system; Non-store Retailing: Direct Marketing, Vending Machines; E-Retailing

*Site selection*: Developing location strategy; Evaluating trading area; Researching the proposed trading area; Defining the catchment area; Estimating demand in new location

*The Customer and Retail Business*: Shopping behavior and Orientation: Consumer needs and desires; Customer Observations ; Motive for shopping; Store choice; Shopping attitudes; Factors influencing the retail shopper; Customer decision-making: Indian reality

*Shopper Segmentation*: Identifying best customers; converting good customers in to best customers; Dealing with unprofitable customers
**Servicing the Retail Customer:** Concept of customer service; Perceived service; Measuring the gap in services; Knowing what customer wants - delivering gap; Enhancing loyalty; CRM in retail

**Strategic Planning for Retailing** - Retail Strategies: Positioning a retail outlet; Developing a retail brand strategy; Co-branding and luxury brands; Creating a marketing vision; Retail audit; Legal and ethical issues

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**RM02 - ESSENTIALS OF MARKETING**

*The Nature And Scope of Marketing* - Introduction to Marketing Management: Scope and importance of marketing; Marketing Concepts and Tools; The Changing Marketing Scenario

*Identifying And Selecting Markets* - Developing Marketing Strategies: Market Oriented Strategic Planning; PEST; SWOT; Marketing plan; Market research

*Identifying Market Segment, Targeting and Positioning* - Market Segmentation; Pattern Procedures, Evaluation of the Market Segment; Market Targeting, Identifying and understanding consumers; Information process, Developing and Communicating a Positioning Strategy

*Understanding Customer And Creating Value* - Creating and Delivering Customer Value: Concept of Value and value chain; Benefit- value -cost analysis; Value delivery process; Marketing mix ( four Ps of marketing); Product and service quality; Customer retention; Maximizing customer life time value

*Buying Process:* Psychological processes; The buying decision process; Situational influences on customer decision making process; Impulse purchasing

*Personal Selling In Sales Management* - Selling Process: Type of Personal Selling; Selling skills the selling process

*Contemporary Issues In Marketing - Marketing in 21st Century:* Changing Trends in Marketing Mix; CRM; e- tailing essentials; B2B Marketing; Direct Marketing

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**RM03 - CUSTOMER ATTRACTION AND RELATIONSHIP MANAGEMENT**

*RETAIL IMAGE* - Significance of Retail Image: Components of a Retail Image; Dynamics of Creating and Maintaining Retail Image

*Layout and Display:* The Interior Decoration; Atmospherics; Store Design; The Exterior Design

*Visual Merchandising:* The Scope and Significance of Visual Merchandising

*Community Relations:* Collaboration in Retail Supply Chain; Developing Anchor Outlets; Co-parking and Co-branding
Retail Promotional Mix: Role of Advertising; Public Relations; Personal Selling and Sales Promotion in Retail

Planning a Retail Promotion Strategy: Determining Promotional Objectives

Managing Retail Advertising: Managing Print and Electronic Advertising; Global Trends in point of purchase advertising

Point of Purchase Promotion: Sales Promotion Planning; Display Product Methods & Material; Post-promotion Evaluation

Retail Event Management: Organizing Seasonal Sales; Organizing Contests; Celebrity Endorsement

Evaluation of Promotional Programs: Identifying the best methods of promotion

Customer Relationship Management: The CRM Process: Concept of Loyalty; CRM Process

Developing CRM Programs: Demand Smoothening; Implementing CRM Programs

Integrated Retail Brand Management - Retail Brand Management: Targeting & Prioritizing; Category of Store Brand Development; Promotional Schemes; Cross Promotions; Customer Attraction Strategy

RM04 -MERCHANDISE MANAGEMENT AND PRICING

Developing Merchandise Plans: The Decision-Maker in Retail Product Management; Centralized Retail Buying Organization; Decentralized Buying, Buying Organization; Managerial Roles; The Retail Buying Process

Designing Merchandise Plans: Forecasts; Innovativeness; Assortments; Brands; Timing; Allocation

Category Management: Efficient Consumer Response (ECR); Category Management Process

Selecting Products: Identification of Product Need; New Product Development; Tracking Product / Market Trends; Private Brands

Implementing Merchandise Plans: Supply Sources: Vendor Search, Selection & Evaluation

Evaluating Merchandise: Negotiating the Purchase; Receiving and Stocking Merchandise; Reordering Merchandise

Logistics: Performance Goals; Supply Chain Management; Order Processing and Fulfillment; Transportation and Warehousing

Inventory Management: Sales-based Inventory; The Merchandise Budget Plan; The Assortment Plan (Model Stock List); Inventory Levels; Merchandise Security; Reverse Logistics; Inventory Analysis
Merchandise Management: Financial Dimensions - Inventory Valuation: The Cost Method; The Retail Method, Unit Control System, Financial Inventory Control

Pricing and Retailing - External Factors Affecting a Retail Pricing

Developing a Retail Pricing Objective: Retail Pricing Objectives; Broad Pricing Policy; Measuring Product Profitability

Pricing Strategies: Cost Oriented; Demand Oriented; EDLP

RM05 - MANAGING RETAIL OPERATIONS

Human Resource Management in Retail: Setting-up a Retail Organization

Retail Organization Structure: Organization of a Single-store Retailer; Regional Departmental Store; Chain of Stores

Retail Organization Design Issue: Centralization Vs. Decentralization,

Creating Functional Organization: Recruitment; Training; Compensation

Motivating Retail Employees and Developing Commitments: Policies and Supervision; Incentives; Organization Culture

Trends in Human Resources Management: Managing Delivery; Legal and Regulatory Issues; Use of Technology

Financial Planning and Budgeting - Setting-up Financial Objectives: Financial Objectives; Profit Planning; Profit Path; Turnover Path

Asset Management: The Strategic Profit Model; Other Key Business Ratios; Financial Trends in Retailing

Budgeting & Resource Allocation: Preliminary Budgeting Decisions; Ongoing Budgeting Process

Setting Performance Objectives: Top-down Vs. Bottom-up Process; Accountability; Performance Measure

Operations Management in Retail Business - Space Allocation: Operation’s Blueprint - Store format; Size; Space Allocation; Personnel Utilization

Store Maintenance: Energy Management; Display Management; Inventory Management; Renovation; Insurance

Store Security: Cause of Shrinkage; Scale of Retail Crime; Dealing with Crime; Retail Loss Prevention

Credit Management: Outsourcing; Computerization; Crisis Management
RM06 - APPLICATION OF SUPPLY CHAIN MANAGEMENT & TECHNOLOGY IN RETAIL

*An Introduction to Supply Chain Management*: The Evolution of the Supply Chain; How the Supply Chain Works; The Evolving Structure of Supply Chains; Participants in the Supply Chain; Aligning the Supply Chain with Business Strategy.

*The Retail Distribution Channel*: Participants in the Distribution Channel; Types of Channels; Channel Relationships.

*Supply Chain Operations – Planning*: Five Links in the Chain; Demand Forecasting; Inventory Management.

*Supply Chain Operations – Sourcing Materials and Making Products*: Procurement; Credit and Collections; Production Scheduling; Facility Management.

*Supply Chain Operations – Deliveries and Returns*: Order Management; Delivery Scheduling; The Reality of Returns; Outsourcing Supply Chain Operations.

*Technology and Supply Chain Coordination*: The “Bullwhip Effect”; Coordinating the Supply Chain; Collaborative Planning, Forecasting, and Replenishment; Starting Supply Chain Collaboration; Information Systems; Inventory Management Systems; Assessing Technology and System Needs.

*Role of IT in Retail*: Application of software in Retail Management; UPC, EDI, Data Management; RFID.

*Customer Transaction and Service*: The Dimensions of Customer Value; Price and Brand; Customer Value Measures; Information Technology and Customer Value.