

DIPLOMA IN RETAIL MANAGEMENT

Duration: 1 Year

Mode: Full-Time / Regular

Semesters: 2

Eligibility: 10+2 or equivalent

Suggested Total Credits: 40

SEMESTER – I

S. No.	Subject Code	Subject Name	Credits
1	DRM-101	Principles of Management	4
2	DRM-102	Introduction to Retail Management	4
3	DRM-103	Marketing & Sales Management	4
4	DRM-104	Consumer Behaviour & Customer Relationship Management	4
5	DRM-105	Business Communication & Personality Development	4
6	DRM-106	Computer Applications in Retail	4
		Total	24

DRM-101 – Principles of Management

- Introduction to Management
- Functions of Management
- Planning and Organizing
- Staffing and Directing
- Leadership and Motivation
- Coordination and Controlling
- Decision Making
- Management Skills

DRM-102 – Introduction to Retail Management

- Meaning and Concept of Retailing
- Evolution of Retailing
- Types of Retail Formats
- Organized and Unorganized Retail
- Retail Industry in India
- Retail Strategy
- Retail Environment
- Retail Life Cycle
- Role and Functions of a Retailer

DRM-103 – Marketing & Sales Management

- Introduction to Marketing
- Marketing Mix
- Product and Pricing Strategies
- Promotion and Advertising
- Sales Management
- Personal Selling
- Sales Process
- Sales Forecasting
- Sales Targets and Incentives

DRM-104 – Consumer Behavior & CRM

- Introduction to Consumer Behavior
- Consumer Buying Process
- Factors Affecting Buying Decisions
- Customer Expectations
- Customer Relationship Management
- Customer Satisfaction
- Customer Retention
- Complaint Handling
- Loyalty Programmer

DRM-105 – Business Communication & Personality Development

- Communication Skills
- Verbal and Non-Verbal Communication
- Business Correspondence
- Telephone & Email Etiquette
- Presentation Skills
- Interview Skills
- Teamwork
- Personality Development

DRM-106 – Computer Applications in Retail

- Computer Fundamentals
 - MS Word, Excel and PowerPoint
 - Billing and POS Systems
 - Basic Retail Software
 - Digital Payments
 - Internet Applications
 - Data Entry and Record Management
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SEMESTER – II

S. No.	Subject Code	Subject Name	Credits
1	DRM-201	Retail Store Operations Management	4
2	DRM-202	Retail Merchandising & Product Management	4
3	DRM-203	Inventory & Supply Chain Management	4
4	DRM-204	E-Commerce & Digital Retailing	4
5	DRM-205	Visual Merchandising & Store Design	4
6	DRM-206	Retail Project & Practical Training	4
		Total	24

DRM-201 – Retail Store Operations Management

- Store Operations
- Store Location and Layout
- Store Opening and Closing Procedures
- Staff Management
- Billing and Cash Management
- Customer Service
- Store Security
- Loss Prevention
- Retail Performance Measurement

DRM-202 – Retail Merchandising & Product Management

- Introduction to Merchandising
- Retail Buying
- Product Selection
- Merchandise Planning
- Product Assortment
- Pricing of Merchandise
- Stock Turnover
- Vendor Management
- Product Display

DRM-203 – Inventory & Supply Chain Management

- Introduction to Supply Chain
- Inventory Management
- Stock Control
- Warehousing
- Procurement

- Transportation
- Logistics
- Demand Forecasting
- Re-order Level and Stock Management

DRM-204 – E-Commerce & Digital Retailing

- Introduction to E-Commerce
- Online Retailing
- E-Retail Business Models
- Online Payment Systems
- Digital Marketing
- Social Media Marketing
- Mobile Commerce
- Omnichannel Retailing
- Online Customer Service

DRM-205 – Visual Merchandising & Store Design

- Principles of Visual Merchandising
- Store Layout
- Interior and Exterior Display
- Product Presentation
- Window Display
- Lighting and Colour
- Signage
- Promotional Displays
- Store Ambience

DRM-206 – Retail Project & Practical Training

- Retail Store Visit
- Customer Survey
- Product/Market Research
- Store Layout Analysis
- Inventory Management Exercise
- Sales and Billing Practice
- Merchandising Activity
- Industry/Field Training
- Project Report
- Viva Voce

Suggested Examination Pattern

Component	Marks
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Component	Marks
Theory Examination	70
Internal Assessment	20
Practical/Project	10
Total per Subject	100