



BHARATI VIDYAPEETH UNIVERSITY, PUNE

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‘A’ Grade Accreditation by NAAC

Social Transformation Through Dynamic Education...

SCHOOL OF DISTANCE EDUCATION

PROGRAMME GUIDE

OF

DIPLOMA IN RETAIL MANAGEMENT

(DRM)

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Course: Diploma in Retail Management

The Diploma in Retail Management programme is of one years duration comprising of Sem –I & Sem-II,

1. Aims and objectives of the course: -
 - a) To equip students with knowledge and skills to be able to perform their role as versatile and integrated business executives.
 - b) To cultivate competencies for performing both as strategists and recipients in the national and international context of change.
2. Nomenclature of the course: - Annexure – I
3. Abbreviation of the course: DRM
4. Name of the faculty: - Faculty of Management
5. Academic year in which course has been initiated: - 2011-12
6. Eligibility criteria for admission to the course:
 - A) A three – year bachelor’s degree or equivalent in any discipline from a recognized University
7. Teaching scheme of the course:

The Personal Contact Sessions and Seminars will be conducted at the Academic Study Centers during weekends (Sundays or Saturdays) and Public holidays. There will be 50 hours devoted to these sessions for theory as well as practical work.

8. Structure of the course: - The programme is divided into 2 Semesters consisting of 10 courses including Study Project.
9. Standard of Passing: -

In order to pass the course, a candidate will have to obtain minimum 40% marks in each head of passing.

Student is required to pass separately Internal and External Evaluation as per given below in the table:

Evaluation	Maximum Marks	Minimum Passing Marks
Internal	30	12
External	70	28

To pass the examination a student must obtain 50% of marks in aggregate for the entire examination consisting of Sem –I & Sem-II

10. Rules pertaining to supplementary / reappearing in examinations, if not passed the examination as per rules of passing

If a student fails to secure 40 % marks in Internal / External evaluation separately in each head of passing then he / she must appear in the subsequent Internal / External exam to pass in the examination

If a student fails to secure 50% marks in aggregate in the entire examinations then he / she must appear in the subsequent part I and II

11. Rules of ATKT (Allow To Keep Term): -

A student is allowed to carry the backlog of courses prescribed for Sem-I to the next semester.

12. Award of Classes: -

The award of class will be based on aggregate marks obtained by a student in Part –I, examination taken together

First class with Distinction	70% & above
First Class	60% & above but less than 70%
Second Class	50% & above but less than 60%
Fail	Less than 50%

13. Rules for conduct of examinations

- a) Students would be required to keep a track of the last dates to pay examination fees, which will be announced well in advanced. Only those students who fulfill all the eligibility criteria shall be permitted to fill in the form.
- b) Students should procure their admit cards which will be given at the end of the semester before the examination for appear in the examination
- c) A student is expected to adhere to high standards of honesty during examination.
- d) During the examinations, students should not indulge in any unfair practices. If so, he shall be debarred from taking the remaining papers and may have to lose one semester or year depending upon the gravity of the offence.
- e) The result / mark –sheets have to be obtained from Academic Study Centre within 30 days of declaration of result.

14. Basis for allocation of marks for

- a) Internal Assessment: - 30 marks
- b) Theory (External evaluation) 70 Marks
- c) Study Project: 100

15. Procedure for conduct of Internal Assessment

Every Student will have to submit two assignments for internal assessment in each semester for each subject.

16. Pattern of Evaluation and Examination & Procedure for the evaluation of Summer Training Project / Internship Projects and conduct of viva

The evaluation in each course shall consists of 100 marks (70 marks for Semester end examination and 30 marks for Internal Assessment)

A candidate will be evaluated in each course depending on learning objectives and requirements of the course contents.

The scheme of marks consists of 30% weight age to continuous internal evaluation by the Subject teacher and 70% to evaluation based on Semester –end Examination consisting of written papers. Oral or Viva – Voce examination based on Practical work, Study Project

The details of course – wise mode of evaluation and examination are as given below

Semester –end Examination	Subject Code / Course No.	Method of evaluation and Examination
Semester I	101 to 105	Written Papers of 3 hours duration with 70 marks each at Semester –end examination conducted by the University
Semester II	201 to 204	Written Papers of 3 hours duration with 70 marks each at Semester –end examination conducted by the University.
	205	Evaluation and Viva based on presentation on Study Project carrying 70 marks, conducted by the Department in association with industry professionals

17. Pattern of question paper

The final examination question paper for each subject has 2 sections i.e. I & II

- a) Section –I is based on theoretical concepts.
- b) Section –II is based on practical application and case studies.

Annexure- I
Nomenclature of Diploma in Retail Management

Semester –I

Sr. No.	Course No.	Subject
1.	101	Basics of Marketing Management
2.	102	Fundamentals of Retail
3.	103	Financial Management in Retails
4.	104	Human Resource Management in Retail
5.	105	Merchandising and Sales Promotion

Semester –II

Sr. No.	Course No.	Subject
1.	201	Information Technology, MIS and E- Retailing
2.	202	International Retail Management
3.	203	Supply Chain Management
4.	204	Retail Marketing
5.	205	Study Project and Viva

Course No. : 101
Course Title : BASIC OF MARKETING MANAGEMENT

Objectives :

To highlight the application of fundamental marketing concepts and to reinforce ‘marketing’ as an organic business function.

Course Contents:

- 1. Marketing Environment in India: Market concept & its types – Government market – Industrial v/s consumer market, Hightech marketing, Green marketing, internet, websites & e-marketing – Emerging trends, Global market – Multinationals – roles & problems.**
- 2. Marketing Functions and Organisation: Concepts of marketing – Marketing approaches- Market Process – Modern concept of marketing – Consumer delight its structure – Career options – Duties& responsibilities at different levels.**
- 3. Marketing Research: Introduction, scope – Marketing research process – Report format – Sampling techniques – Research techniques – Survey method, questionnaire method.**
- 4. Marketing Planning: Process – Its contents – Marketing strategy – PLC, Market segmentation and product positioning – Competitive strategies.**
- 5. Marketing Mix (4 P’s of marketing) – Strategies for 4 P’s, New product development Promotion mix, Pricing methods and applicability, Distribution strategy and channel decisions.**
- 6. Marketing Control: Process, Types of marketing control – Marketing audit, marketing ratios – Marketing budget.**
- 7. Consumerism: Marketing ethics.**
- 8. Case studies.**

Suggested readings:

- 1. Marketing Management: New Milenium – Philip Kolter.**
 - 2. Fundamentals of Marketing: Stanton.**
 - 3. Marketing Management: Dholakia.**
 - 4. Marketing Research: Sangeeta Agarwal.**
 - 5. Managing Brand Equity – David Aker.**
 - 6. Brand Extension: The Good, Bad & Ugly – David Aker.**
 - 7. Quelch, John A. Marketing Management: Text and Cases / John A Quelch, R.J. Dolan and Thomas J. Kosnick – Boston: Irwin / McGraw Hill, 1999 ISBN: 0-256-10955-9.**
 - 8. ‘Magazines: 1. HBR 2. A&M 3. Marketology**
 - 9. Business Novels: 1. Strong Medicine 2. The Middleman Must Add Value.**
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Course No. : 102

Course Title : -Fundamentals of Retail

Objective: The objective of this paper is to promote an understanding of Basic of Retail. Concepts, importance of Franchising in Retail industry have been discussed.

Unit I Retailing – Definition & Importance – Indian vs Global Scenario – Types of Retailing – Store Retailing – Non Store Retailing

Unit II: Types of retail formats- Franchising in retailing : Meaning - Types ,Advantages & Disadvantage of Franchising, elements of Franchising Retail organization structure – Major functional areas – careers in retailing

Unit III: Retail Location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies

Unit IV: Store design – Interiors & exteriors – Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Façade

Unit V: Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies.

Suggested Readings:

- 1. Retailing Management – Swapna Pradhan**
- 2. Retail Marketing Management – Swapna Pradhan**
- 3. Retail Management – Gibson Vedamani**
- 4. Retail Management – Levy & Weitz**
- 5. Channel Management & Retail Management – Meenal Dhotre**
- 6. Retail Marketing Management – David Gilbert**
- 7. Retail Management - Ron Hasty & James Reardon**
- 8. The Art of Retailing – A.J. Lamba**
- 9. Retail Management – W. Steward**
- 10. Retail Management – Analysis, Planning & Control – David Walters**

Course No. : 103

Course Title : Financial Management in Retails

Objective : The objective of this paper is to promote an understanding of financial management in Retail. Concept, importance and application of financial management in Retail industry have been discussed.

Unit I: Financial system in Retail Marketing, Evolution of Indian Financial System, type of markets, type of Banks,

Unit II: Regulatory Bodies of Financial System; instrument of financial system, International Exchange – foreign exchange market, foreign investment and its regulation

Unit III: Profit Planning, Planning Profit margins, Retail Accounting statements,

Unit IV: Asset Management, Strategic Profit Model, Other Key business Ratios, Financial Trends in Retailing

Unit V :Budgeting, Preliminary Budgeting Decision, Ongoing budgeting process, Allocation of Funds, Merchandise Budget,

Unit V I:Resource Allocation, Credit Management, Magnitude of various costs

Unit V II: Inventory valuation, Cost and Retailing Methods of Accounting, Designing control Units, Cost Control

Suggested Readings;

- 1. Sheikh Arif, Fatima Kaneez, “Retail Management”, Himalaya Publishing House, 2008.**
- 2. Berman Barry & Joel R. Evans, “Retail Management : A Stratgic Approach”, Prentice Hall, 2007.**
- 3. Retail & Manufacturing Products/Applications – www.planalytics.com**
- 4. Van Horne, J.C. and Wachowicz, Jr.JM, “Fundamentals of Financial Management”, New Delhi, Prentice Hall of India, 1996.**
- 5. Chandra P., “Financial Management – Tyheory and Practice, New Delhi, Tata McGraw Hill, 2002.**
- 6. Bhatt, Sudhindra, “Financial Management”, Excell Books, New Delhi 2008.**

Course No. : 104

Course Title : HRM IN RETAIL

Objective: To familiarize the students with importance of HRM in Retail Business and acquaint them with the methods of developing required skills and commitment among employees for better performance:

Unit-I Introduction to HRM in Retail: Meaning, Importance, People oriented nature of Retail Business, Competitive advantage through effective HRM.

Unit-II Organization Design and Structure: Setting up a Retail Business, Consideration of Organization Design, Organizational arrangement by Retail Business, Chain Retailers and Diversified Retailers, Specific Task to be performed by Retail Business dividing task among channel members and customers, Grouping task in to jobs and classifying jobs. Organization Chart of Retail Business.

Unit-III Manpower Planning & Recruitment in Retail Business: Manpower planning for retail business – Manpower planning, Manpower forecasting, Manpower scheduling, Manpower Budgeting and Manpower outsourcing in Retail Business. Acquisition of Manpower – Recruitment, Sources of Recruitment, Types of employees in Retail Business, Special features of recruitment in Retail Business.

Unit-IV Developing Skills of Retail Employees: Training Programme for existing and fresh employees, Methods of Training in Retail Business on typical task – Lectures, Demonstration, Video, Programmed Instruction, Sensitivity Training, Case Study, Role Play, Behavior Modeling and Competency Based Instructions.

Unit- V Motivation and Resources Environment of Retail Business: Women in Retaining, Human Resources & Executive Information System

Suggested Readings

- 1. Suja R. Nair, Retail Management, Himalaya Publishing House, Mumbai (2006)**
- 2. Gibson G. Vedamani, Retail Management – Functional Principles and Practices, Jaico Publishing House, Mumbai (2009)**
- 3. Berry Berman, Joel R. Evans, Retail Management: A strategic Approach, Pearson Prentice Hall, New Delhi (2009)**
- 4. V.V. Gopal, Retail Management: An Introduction, ICFAI University Press.**

Course No. : 105

Course Title : Merchandising and Sales Promotion

Objective : This course provides the student with a comprehensive view of merchandising, buying systems, store layout etc. in a practical retail managerial environment. The aim is to equip students with basic understanding of the major building blocks of retailing, such as visual merchandising and display analysis

Unit 1: Planning Merchandise Assortments: What is Merchandise Management? Methods of planning and calculating inventory levels, Merchandiser skills and profile, Range Planning, Merchandise assortment and support.

Unit 2: Buying Merchandise: Negotiating the purchase, assortment planning process, sourcing, arranging and displays, space management, organizing the buying process by categories and objectives, international sourcing decisions, meeting vendors, establishing and maintaining strategic partnerships with vendors, ethical and legal issues in purchasing merchandise.

Unit 3: Buying Systems: Merchandise Budget Plan, Open to buy, Staple Merchandise Buying system, Allocating Merchandise to store, analyzing merchandise performance, Markups and Markdowns in Merchandise Management, Shrinkage in Retail Merchandise Management, Gross Margin Return on Inventory.

Unit 4: Store layout, Design and Visual Merchandising: Atmospherics, store layout, space planning, space mix, floor space management, Merchandise presentation techniques, shop displays

Unit 5: Retail Communication Mix: Role of Retail communication Program, planning the Retail communication Program, Implementing Retail Advertising Program, promoting the retailer as a brand, selecting the promotional mix, advertising and sales promotion, publicity, personal selling and relationship marketing, Frequent shopper loyalty.

Unit 6: Brand building and advertising management: Advertising and sales promotion- strategic considerations for decision making (Media planning, advertising research, creative strategy), Micro- marketing in retailing, Life cycle of a brand, brand positioning and role of advertising, brand – consumer relationship, power brands, super brands, corporate brands.

Unit 7: Globalization in advertising: Retail revolution, Advertising standardization, Advertising styles in different countries, the global media, knowledge process outsourcing, Independent Media buying outfits.

SUGGESTED READINGS:

- 1. “Retail marketing management” by “David Gilbert” – Pearson Education**
- 2. “Retail Management” by “Vedamani”**
- 3. “RETAILING: Environment and Operations” by Andrew J. Newman and Peter Cullen- Thomson learning**
- 4. “The world of Retailing” by “Levy and Weitz”**
- 5. “Advertising Management” by “Jaishri Jethwaney” and “Shruti Jain” – Oxford publishing**

Course No. : 201

Course Title : **Information Technology, MIS and E- Retailing**

Objective : The objective of this paper is to update and enhance the knowledge of students about application of Information Technology in Retailing. The Students will be acquire rich knowledge on how to use the information technology in Retail Sector, Scope of e-commerce and how to acquire the benefits of Information technology.

Unit I: Role of Information Technology in Retailing, Electronic data Exchange, Bar Coding, RFID, Electronic Payment Systems. I T in supply chain Management, Internal Supply Chain Management, E-Business & SCM, Building strategic partnership and trust within SCM.

Unit II: MIS in Retail

Unit III: History of e-commerce and its impact on Retailing Environment.

Unit IV; Web-hosting Services: The web-hosting service models; type of hosting accounts, choosing a web-hosting service. Retail Strategies on the Internet.

Unit IV : E-tailing technologies: Hardware and configuration, search engine and directories, Commerce's services, Technology issues – basic infrastructure, security, pricing, Packaging

Unit V : IT in Customer Relationship Management, On-line customer service, Payment systems,

Unit VI: E-Retailing Strategy: Formulation an E-Retailing Strategy: Sector Strategies, E-Branding, Ownership issues.

Suggested Readings:

1. Sunil Chopra, Peter Meindal, DV Kalra, Supply Chain Management – Strategy, Planning and Operation, Pearson Education.
 2. Braj Mohan Chaturvedi, Supply Chain Management, ICFAI University Press.
 3. Rahul V, Altekar, Supply Chain Management Concepts and Cases, Prentice Hall India, New Delhi.
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Course No. : 202

Course Title : International Retail Management

Objective : The aim of the course is to provide students with the understanding of Traditional and contemporary frameworks of global retailing; Ways for an international retailing company to plan for and adapt to a complex, changing environment; Principles of strategic retail management, which the international retailing companies should implement in building their retail strategy on the global market.

Unit I: Concept of International Retail Marketing and its scope, objective of International Retail Marketing, Challenges and opportunities, Forces of International Retailing,

Unit II Global Retail Marketing Environment – Economic Environment, Socio cultural Environment, Legal and statutory framework, need for environment analysis, country risk Analysis.

Unit III: Global Marketing Research and information system, Process of Marketing Research, Significance of Retail Marketing Research,

Unit IV: Foreign Market Entry Strategies; their merits and demerits.

Unit V: International Pricing, Decisions and factors influencing uniform pricing Vs. market by market pricing.

Unit VI: Global Advertising, issues and challenges, merits and demerits of standardized global advertising theme.

Recommended Readings:

- 1. International Marketing by Cateora.**
 - 2. Global Marketing Management by Warren Keegan**
 - 3. Global Marketing Strategies by Jeannet.**
 - 4. International Marketing Management by Subhash Jain.**
 - 5. International Business Environment by Francis Cherunilam**
 - 6. Global Marketing-Foreign Entry, Locall Marketing and Global Management by Johny K. Johanson.**
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Course No. : 203

Course Title : Supply Chain Management

Objective: To promote an understanding of the integrated supply chain to the achievement of organizational effectiveness.

Unit-I Introduction to Supply Chain Management: Meaning, Objectives and Importance, Decision phases, Process View, Competitive and supply chain strategies, Achieving strategic fit, Supply chain drivers.

Unit-II Planning Demand and Supply in Supply Chain: Supply Chain integration, Demand Forecasting in a supply chain, Managing Demand and supply in supply chain, Role of IT in forecasting.

Unit-III Designing the Supply Chain Network: Designing the Distribution Network, Role of Distribution, Factors influencing distribution, Design options, Modeling for supply chain, Network design in Supply Chain.

Unit-IV Logistics in Supply Chain Management: Introduction, Elements, Logistics interfaces with other areas, Approach to analyze Logistics System, Logistics System Analysis- Techniques, Factors affecting the cost and Importance of logistics.

Unit-V Logistics and competitive strategy: Competitive advantage, gaining competitive advantage through Logistics, The Supply Chain and competitive performance, the changing Logistics environment.

Unit VI Sourcing and Pricing in Logistics: I. Sourcing- In-house or outsource, Supplier scoring and assessment, Procurement process, Sourcing- Planning and Analysis II. Pricing- Pricing and Revenue management for multiple customers, Perishable products, Seasonal demand, Bulk and spot contracts.

Unit VII Just-in-time and 'quick response' logistics: The Japanese philosophy, Implication for logistics, 'quick response' logistics, Vendor management inventory, and Logistics system dynamics, Production strategic for quick response

Suggested Reading

1. Sunil Chopra, Peter Meindal, D.V. Kalra, Supply Chain Management- Strategy, Planning and Operation, Pearson Education.
 2. Braj Mohan Chaturvedi, Supply Chain Management, ICFAI University Press.
 3. Rahul V. Altekar, Supply Chain Management, Concepts and Cases, Prentice Hall India, New Delhi.
 4. John Mentzer, Supply Chain Management, Response Books, Sage Publication, New Delhi.
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Course No. : 204

Course Title : Retail Marketing

Objective : The objective is to make students learn to apply marketing tools in a retail company. The students will also master market research methods and individual tools of marketing communication activities

Unit –I: Consumer versus customer, determinants affecting consumer behavior, models of consumer behavior, present-day consumer and his lifestyle.

Unit –II :Market research as a part of the information system of a retail company, types of market research, information sources. Groups of respondents for various types of market researches, ways of their selection.

Unit - III : Trade mark x Brand (essence, difference), meaning for a retail company, strategic brand management. Private labels of the retail chains.

Unit- IV: Marketing and commercial communications in a retail company, their substance, forms, characteristics, significance.

Unit- V: Forms of BTL(Below The Line) communication activities (In-Store, Sales Support, Sampling, Merchandising, Couponing, Event Marketing) and their use in a retail company. (

Unit- VI: Factors affecting Retail Price Strategy- (Govt., Consumer, Manufactures, Wholesalers & others), Developing a Retail Price Strategy, Retail Objectives & prices, Price Policy, Implementation of Price Strategy, Price Adjustment.

Unit- VII: Public Relations -- their significance in a retail company (substance, fundamentals and meaning), Media relations, Brand PR, corporate communications, crisis communication, effectiveness of PR campaigns and its measurement.

Suggested Reading

- 1. Retail Marketing Management 2nd Edition, David Gilbert Nov 2002, Paperback**
 - 2. Retail Marketing, Publisher: AK PUBLICATIONS Author: Sandeep Kumar**
 - 3. Retail Marketing, Publisher: Cengage Learning Author: Malcolm Sullivan, Dennis Adcock, Dennis Adcock**
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Course No. : 205

Course Title : STUDY PROJECT AND STUDY PROJECT REPORT VIVA
VOCE

A student shall be required to select topic for study from his/her functional area in consultation with Departmental Committee. It may be in the form of analysis of a problem, development of a new product, method and technology or application of some new methods, policy analysis etc.

The activities may include collection of information and data, analysis and interpretation of collected data and suggesting solutions, alternatives etc.

A student shall be required to submit the Study Project Report based on the same in the month of March. A student will not be allowed to appear for the semester II examination unless he/she completes the project study work to the entire satisfaction of the departmental committee.
