

Diploma in Retail Management : 1 yr program . 4 hrs per day.

➡ Level-1 Basic knowledge of Computer

Introduction to computer
Ms-Office(Current Version)
Ms-Word
Ms-Excel
Ms-PowerPoint
Internet

➡ Level-2 Introduction to Retail

Retail Strategy
Why Retail is Booming in the world
Today's Retail formats
Typical Domains of Retail
Getting acquainted with retail work culture

➡ Level-3 Sales Management

Understanding national & International customer
Identify the ideal customer
Categorization of the buyers
Factors Influencing buyers behaviors
Sales promotion & its various methods
The 7 steps of retail sales procedure
Customer Relationship Management
Customer service skill
Advertising & Marketing

➡ Level-4 Store Management

Get to know stores internal procedure
Maintenance of hygiene & disposal of waste
Knowledge of stock control & management
Store HR
Store operations

➡ Level-5 Distribution Management

Nature and Importance of Retailing
Types of Retailers
Store Retailers
Non-store Retailers
Retail organization
Trends in Retailing
Wholesaling
Trends in Wholesaling
Physical distribution challenges
Order processing
Measurement Metrics
Lines Per Call (LPC)
Distribution Coverage
Average Credit Period

➡ Level-6 Channel Management

Marketing and channel functions
Motivating Channel Members
Channel conflict
Channel information System
Electronic data Interchange
Emergence of Cost-Effective Internet-Based Systems
Standards for Data Interchange

Digital Signature▶ **Level-7 Inventory Management**

Purchase Control

Levels of Material

Scientific Inventory Management

Purchase order or Supply Order

Storage Control

Codification and Classification and Materials

Perpetual Inventory System

▶ **Level-8 Finance Management**

Accounting Elements

Preparation of Trial Balance

Ratio Analysis

Steps in Preparation Of Cash Flow Statement

Funds Flow Statement

▶ **Level—9 Communication and personality**

Grammar, Pronunciations, General knowledge

Debates, Communication skill

Group discussion, Voice clarity

Vocabulary generation

Accent neutralization

Body language, texture

Dressing style

Aptitude & awareness

Sitting style, Positive behavior

Good manners

Skills to face an interview

Boosting self confidence

Enhancing personal skill

Corporate manner

Time management

Group discussion