

P.G. Diploma in Retail Management & Public Relation
101: Fundamentals of Retail Management

- Unit : I Meaning, Concept & Characteristic of Retail, Main Drivers of Retailing in India, Development of Retail Industry, factors in Retailing.
- Unit : II Theories of Retail Development – Environmental Theory, Theory, Conflict Theory, Phases of Growth of Retail Market.
- Unit : III Retail Locations, Level of Location Decision & Its Determining Factors, Image Mix, and Retail Space & Layout Management.
- Unit : IV Retail Pricing, Pricing Flexibility, Determining Pricing Strategy & Politics, Multiple Unit Pricings, Human Resource Issues & Concern in Retailing.
- Unit : V Retail Economics, Measure of Performance – Income Statement, Balance Sheet, Strategic Profit Model, Ethics in Retailing, Role of Market in Retail.

Suggested Readings

- Nair Suja R. : Retail Management – Himalaya Publishing House
Pradhan Swapna : Retailing Management – Tata Mc Graw Hill Publishing Company Ltd.
Jain J.N. & Singh : Modern Retail Management Regal Publication
P.P.

P.G. Diploma in Retail Management and Public Relation
102: Public Policy in India

- Unit : I Public Policy: Meaning, Nature, Importance, Model of Public Policy Making, Public Policy & Retailing.
- Unit : II Policy Making: Structure and Process – Intergovernmental Relations, Role of Political Executives, Role of Bureaucracy and Role of Legislature in Retailing Making.
- Unit : III Public Policy Making: Major determinants- Interest Group and Policy Making, Political Parties and Policy making, Mass Media, International Agencies,.
- Unit : IV Policy Implementation: Role of Governmental Agencies in Policy Implementation, Role of Non Governmental Agencies in Policy Implementation.
- Unit : V Policy Implementation Problem, Policy Making Profession in India, Policy Evaluation, Industrial Policy.

Suggested Readings

- Understanding Public Policy : Thomas R. Dai
Public Policy Making Re- Examined : Yehezkel Dror
Public Policy : Sapru

P.G. Diploma in Retail Management and Public Relation
104: Retail Marketing Services

- Unit : I **Concept and Features of Marketing Services**, Significance of Marketing Services, Marketing Information System, Emerging Key Service.
- Unit : II **Concept and Marketing Mix**, Product Mix, Promotion Mix, Price Mix, Place Mix, Total Quality Management – Dimensions of Total Quality Management.
- Unit : III **Tourism Marketing** - Concept, Uses of Tourism Services, Marketing Mix for Tourism, Marketing Management of road Transportation.
- Unit : IV **Consultancy Market** – Concept and Rational, Market Segmentation for Consultancy Organization, Consultancy Marketing in India Perspective.
- Unit : V **Courier Marketing** – A Conceptual Framework, Rational Behind Courier Marketing, Automobile Service marketing – Concept and Rational, Day Care Marketing.

Suggested Readings

- Jha S.M. : Service Marketing, Himalaya Publications Limited
Hudman Hawkins : Tourism in Contemporary Society, Prentice Hall

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201: Retailing in India

- Unit : I Evaluation of Retail in India, Drivers of retail change in India, Size of Retail in India, Challenges to Retail development in India – Threat of new entrants, threat of substitute, bargaining power of suppliers, bargaining power of buyers.
- Unit : II Retail Strategy – Meaning of Strategies, Define the mission, objectives, Concept of Bargaining, Retail value chain, International Expansion – Growth Strategy.
- Unit : III Concept of Merchandise Planning, Implications of Merchandise Planning, Process of Merchandise Planning, Tools used for Merchandise Planning, Merchandise Sourcing.
- Unit : IV Role of Marketing in Retail, Retail Marketing Mix, STP Approach, Retail Image, Retail Communication Mix, Personnel Selling in Retail, Retail Selling Process.
- Unit : V Needs of Technology in Retail, Importance of Information Technology in Retail, Factors affecting the use of Technology, E-Commerce, Concept of Supply Chain Management, and Chain Integration.

Suggested Readings

- Swapna Pradhan : Retail Management Text & Cases, Tata Mc Graw Hills, Publishing Company Ltd.
- S.A.Chunawalla : Counters of Retailing Management, Himalaya Publishing House
- Jain J.N. & Singh : Modern Retail Management Regal Publication P.P.

P.G. Diploma in Retail Management and Public Relations
203 (a) INFORMATION TECHNOLOGY SUPPORT SYSTEM

- Unit - I** **MIS** – Importance -Concept, Management-Information-System, Definition, Information Technology and MIS, Nature and Scope of MIS- Characteristics and Functions, Systems Approach and its need, Concept of Synergy.
- Unit – II** **Structure of MIS** – Structure based on Physical Components, Information System Processing Functions, Decision Support, Levels of Management Activities, Organisational Functions, MIS Classification, Transactional Processing System, Management Information System, Decision Support System (DSS), Executive Support System, Office Automation Systems (OASs), Functional Information System, Production/Manufacturing Information System, HR Information System.
- Unit – III** **Decision Making and MIS** – Decision Making, Simon’s Model of Decision Making, Types of Decisions, Purpose of Decision Making, Programmability, knowledge of Outcomes, Methods for choosing Among Alternatives, Decision Analysis, Utility, Decision Tree, Optimization Techniques, Decision making and MIS
- Unit – IV** **Information Concepts** – Information a Definition, Types of Information, Strategic Information, Tactical Information, Operation Information, Information Quality, Dimension of Information, Economic Information, Business Information, Technical Dimensions.
- Unit – V** **System Concepts** – A Definition, Multiple Meaning of the Word SYSTEM, Kinds of Systems, Abstract and Physical Systems, Deterministic and Probabilistic Systems, Open and Closed Systems, User – Machine Systems, System related Concepts, Boundary-Interface and Black Box System Decomposition, Integration of Sub-System, Human as an Information Processing System, Information Filtering, Human Differences in Information Processing, Implications of Information Systems.

Suggested Reading –

1. Gordon B.Davis : Management System, Conceptual Foundation
Structure and Development
2. Kantar Jerome : Management Information System
3. Ross and Murdick : Information System for Modern Management

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203(b): Advertising Management
(Optional Paper)

- Unit : I Advertising World- What is advertising?, Advertising and Marketing Mix, Importance of advertising in marketing and communication, Communication Model, Types of advertising, Legal and Ethical issues in advertising, Advertising as a tool for consumer welfare.
- Unit : II Advertising Decision and Media Planning – Advertising budget, Advertising Appeals, Types of media, Media Selection, Media planning process, Types of campaign, DAGMAR, 3 phases of campaign creation, Limitations of 3 stage model.
- Unit : III Creativity in Advertising – Message design and positioning, Marketing objectives, Message Presentation, Adv. Message Structure, Message format, Advertising copy for print media, Broadcast copies, TV copywriting, Scripting for TV commercials, Jingles for TV
- Unit : IV Layout preparation and Advertising art- Components of layout, Position, Right and Left hand advertising, Top or Bottom Advertisement, Divided advertisement, Emphasis on-background, caption, heading, text.
- Unit : V Fundamentals of Computer Graphics-3-D Rendering, Ray Tracing, 2-D Morphing, 3-D Morphing.

Suggested Readings

- Chunawalla and Sethia : Foundation of Advertising Theory and practice
P.K. Agrawal : Advertising Management

