

**CURRICULUM  
FOR  
ONE YEAR POST GRADUATE  
DIPLOMA COURSE  
IN**

**RETAIL MANAGEMENT  
EFFECTIVE FROM SESSION**

**ANNUAL SYSTEM**

**UNDER DEVELOPMENT**

**PREPARED BY  
CURRICULUM DEVELOPMENT CELL**

**INSTITUTE OF RESEARCH, DEVELOPMENT &  
TRAINING, U. P., KANPUR**

**STUDY AND EVALUATION SCHEME FOR  
ONE YEAR POST GRADUATE DIPLOMA COURSE IN RETAIL MANAGEMENT  
(Effective from session 200 -200 )**

**I YEAR**

| STUDY SCHEME    |      |       |     |       | S U B J E C T S                                  | SCHEME OF EXAMINATION |       |       |             |                   |            |       |     |      |
|-----------------|------|-------|-----|-------|--|-----------------------|-------|-------|-------------|-------------------|------------|-------|-----|------|
| PERIOD PER WEEK |      |       |     |       |  | T H E O R Y           |       |       |             | P R A C T I C A L |            |       |     |      |
| Lect            | Tut. | Field | Pra | Total |  | Examination           | Sessl | Total | Examination | Sessl             | Total      | Grand |     |      |
|                 |      | work  | ct. |       |  | -----                 | Marks | Marks | -----       | Marks             | Marks      | Total |     |      |
|                 |      |       |     |       |  | Dur.                  | Marks |       | Dur.        | Marks             |            |       |     |      |
| 3               | 1    | -     | -   | 4     | 1. Business Communication                        | 2.5                   | 50    | 20    | 70          | -                 | -          | -     | 70  |      |
| 4               | 2    | -     | -   | 6     | 2. Principles of Management                      | 2.5                   | 100   | 40    | 140         | -                 | -          | -     | 140 |      |
| 4               | 2    | -     | -   | 6     | 3. Marketing Management                          | 2.5                   | 100   | 40    | 140         | -                 | -          | -     | 140 |      |
| 6               | 2    | -     | -   | 8     | 4. Retail Management                             | 2.5                   | 100   | 40    | 140         | -                 | -          | -     | 140 |      |
| 4               | 2    | -     | -   | 6     | 5. Business Laws For Retail                      | 2.5                   | 100   | 40    | 140         | -                 | -          | -     | 140 |      |
| 1               | -    | -     | 4   | 5     | 6. Computer Fundamental & Application            | 2.5                   | 50    | 20    | 70          | 3                 | 60         | 30    | 160 |      |
| 6               | 2    | -     | -   | 8     | 7. Retail Service Management                     | 2.5                   | 100   | 40    | 140         | -                 | -          | -     | 140 |      |
| 1               | 2    | -     | -   | 3     | 8. A. Project Work                               | -                     | -     | -     | -           | -                 | -          | 90    | 90  |      |
| -               | -    | -     | -   | -     | B. Viva  | -                     | -     | -     | -           | -                 | 100        | -     | 100 |      |
| 2               | -    | -     | -   | 2     | 9.*Environmental Education & Disaster Management | 2.5                   | 50    | -     | -           | -                 | -          | -     | -   |      |
| 31              | 13   | -     | 4   | 48    |  |                       | 600   | 240   | 840         | -                 | 160        | 120   | 280 | 1120 |
|                 |      |       |     |       |  |                       |       |       |             |                   | Discipline | 30    |     |      |
|                 |      |       |     |       |  |                       |       |       |             |                   | Total      | 1150  |     |      |

- NOTE: (1) Each period will be of 50 minutes duration.  
(2) Each session will be of 32 weeks.  
(3) Effective teaching will be at least 25 weeks.  
(4) Remaining periods will be utilised for revision etc.  
(5) Field exposure and guest lecturer are to be organized and managed well in advance at institute level as per need.  
(6) Student has to undergo in a practical training in any retail Store/shopping mall for a period of 4 weeks to study any topic related to this course and prepare project report on which an external viva will be conducted. The topic of the study should be identified and decided by faculty member in consultation with particular organisation.  
(7) (\*) It is compulsory to appear & to pass in examination, But marks will Not be included for division and percentage of obtained marks.

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**SALIENT FEATURES OF THE CURRICULUM**

|                               |  |
|-------------------------------|--|
| <b>Name of the course</b>     | : Post Graduate Diploma in<br>Retail Management      |
| <b>Intake</b>                 | : 60 Students  |
| <b>Duration of the course</b> | : 1 Year   |
| <b>Pattern of the course</b>  | : Annual System                                      |
| <b>Input Qualifications</b>   | : Bachelor's Degree from a<br>recognised University. |
| <b>Mode of admission</b>      | : State Joint Entrance Examination                   |

LIST OF EXPERTS

List of the experts who contributed in the process of development of the curriculum for One Year Post Graduate Diploma in Retail Management through different meetings/workshops held on 31.8.09, 1.9.09, 10.9.09 and 22.01.10.

- |     |                       |              |   |
|-----|-----------------------|--------------|---|
| 1.  | Dr. Sunil Kumar       | Director     | L.B.S. Institute of Management, Lucknow       |
| 2.  | Dr. Tripti Barthwal   | Professor    | L.B.S. Institute of Management, Lucknow       |
| 3.  | Dr.S. Trivedi         | Professor    | G.H.S. Institute of Management & Res., Kanpur |
| 4.  | Dr. Mridulesh Singh   | Professor    | C.S.J.M. Uni., Kanpur                         |
| 5.  | Dr.Sunil Shukla       | Professor    | G.H.S. Institute of Management & Res., Kanpur |
| 6.  | Miss Ragini Jauhari   | Reader       | L.B.S. Institute of Management, Lucknow       |
| 7.  | Dr. A.B. Siddiqui     | Director     | I. P. M., Kanpur                              |
| 8.  | Mr. Iliyas Rizvi      | Lecturer     | L.B.S. Institute of Management, Lucknow       |
| 9.  | Mr. Suneet Kumar      | Manager      | GLOBUS, Lucknow                               |
| 10. | Mr. Hemant Srivastava | Manager(HR)  | RAVE Moti, Kanpur                             |
| 11. | Sri D. N. Dubey       | Dy. Director | I.R.D.T., U.P., Kanpur                        |
| 12. | Sri Vikas Kulshrestha | A.P.         | I.R.D.T., U.P., Kanpur                        |

### III NEED ANALYSIS

In our country the Retail Sector has the fastest growth after I.T. Sector regarding the job opportunities for Graduate Youngsters. The prime reason for this growth is that only 3% of the whole retail market is in the well organised manner. There is very bright and vast scope contained in rest 97% area of retail market. The number of shopping malls and super stores is increasing at a constant fast rate in present time in the market, that results in development of new field of carrier for youngsters. According to an arbitrary assessment the rate of expansion of retail sector in our country is about 9%. In these conditions the retail professionals have unlimited chances for prestigious and wealth full jobs. There is a dearth of skilled and trained/groomed aspiring retail managers in the country so the need is to equip individuals with key skills required for a successful carrier in retail. To fulfill this need "One Year Post Graduate Diploma In Retail Management" for graduates having proficiency in communication and good presentation skills, will maintain a demand-supply equilibrium between the retail industry and the carrier seekers. This P.G. Diploma will provide a breeding ground for future retail/floor managers who would be geared up to face the demands of a retail jobs.

#### BENEFITS TO THE RETAIL INDUSTRY :

Retail is clearly the sector that is poised to show the highest growth in the next five years. The sector is set for revolution, as both the present players and new entrants are gearing up to explore the market. This sector contributes 10% of India's GDP and the current growth rate is 8.5%. The present size of the organized retailing sector is approximately 3% and is expected to grow to 25-30% by the year 2010. Most predictions say that the sector might reach to US\$ 400-600 billion by the year 2010. Global retail giants such as Wal-Mart, Tesco, Germany's Metro AG and many others are ready to enter the retail markets. The rising demand of branded products and increase in purchasing power, have lured these companies to enter the market.

#### A GLIMPSE OF THE INTERNATIONAL RETAIL TRENDS ARE -

1. One of the world's largest industries exceeding US\$ 9 trillion.
2. 47 global fortune companies & 25 of Asia's top 200 companies are retailers.
3. Dominated by developed countries.
4. US,EU and Japan constitute 80% of world retail sales.
5. Biggest player in India is Pantaloon Retail India Limited.

Figures say USA has 85% of its business in Retail, whereas Taiwan acquires 81% of their total market share in Retail and in India it is only 3% of the total Indian Business industry.

#### **LEADING INDIAN RETAILERS & KEY TRENDS :**

Bata India Ltd., Big Bazar, Crossword, Ebony Retail Holding Ltd., Food Bazar, Globus Store Pvt. Ltd., Liberty Shoes Ltd., Music World Entertainment Ltd., Pantaloon Retail India Ltd., Shoppers Stop, Subhiksha, Titan Industries, Trent and the new entrants penetrating the market soon will include Reliance Retail Ltd., Wal-Mart Stores, Carrefour, Tesco, Boots Group, etc. The existing players like Big Bazar, Shopper's Stop, Piramyd are expanding to smaller towns and cities. Many other business houses are planning to enter the retail sector either on their own or through partnerships. New entrants like Reliance Retail Ltd. and Wal-Mart are going to enter the market soon. Even rural areas will provide a huge opportunity to be explored.

#### **BENEFITS OF THE COURSE :**

The curriculum of Retail Management includes subject like Finance Management, Accounting in Retail, Merchandise Management, Marketing and Business Communication. Students will also learn about sales promotion with Public Relation, Inventory Management, Customer Relationship, Business ethics, Retail Brand Management and Management in general

The course will open up job prospects in various industries like book and publishing houses, garment industry, footwear industry, music stores, multiplexes, shopping malls, mobile stores etc. This course will benefit the students even in food industry.

This will create a pool of retail-specific executives which the industry is lacking till date and benefit the whole industry. Currently, people from various service industries like hotels and airlines are employed in the retail sector.

This will reduce the cost incurred by retailers on training people after recruitment.

#### IV PROFILE DEVELOPMENT

To assess the manpower needs and job competencies, an instrument was designed and sent to various organisations/industries. The response was not satisfactory. Therefore the job opportunities and competencies required were discussed in workshop. The persons from industries, higher educational institutes and diploma level institutes/polytechnics were invited for interaction in the workshop and the framework of the course was formulated. The detailed contents were then finalised and the curriculum was sent for feedback to industry people and institutes the views obtained were analysed and incorporated in the revised curriculum .

## 1. BUSINESS COMMUNICITON

L    T    P  
3    1    -

| Sl.No. | Topics                                       | Coverage Time |    |   |
|--------|--|---------------|----|---|
|        |  | L             | T  | P |
| 1.     | Introduction To Communication                | 5             | 2  | - |
| 2.     | Development of Business Communication Skills | 30            | 10 | - |
| 3.     | Preparing Publicity Materials                | 10            | 4  | - |
| 4.     | Professional Dressing & Grooming             | 10            | 3  | - |
| 5.     | Negotiating Skills                           | 10            | 3  | - |
| 6.     | Courtesy & Manners                           | 10            | 3  | - |
| TOTAL  |  | 75            | 25 | - |

1. INTRODUCTION TO COMMUNICATION :
  - A. Concept of Communication
  - B. Importance of effective communication in business
  - C. Communication barriers, tools and techniques. Remedies of making communication barrier free.
2. DEVELOPMENT OF BUSINESS COMMUNICATION SKILLS :
  - A. Verbal Communication :
    - i. Writing skills (in Hindi & English Both) : the mechanics and the varieties (like different types of letters, tender, quotations, offer letter, Preparing C. V.s & Applicaiton for jobs) and report writing.
    - ii. Conversation, discussion, handling oral communication sensitively. Preparation for interview through Mock Intervies
  - B. Non verbal Communication - Gestures & Postures in communicaiton.

- C. Handling modern tools for communication like Phone, Fax, e-Mail, Telegram, etc.
3. Preparing publicity material/Hoarding/Leaflets/Advertisements.
4. Professional dressing and grooming
5. Negotiating skills.
6. Courtesy and Manners.

## 2. PRINCIPLES OF MANAGEMENT

L    T    P  
4    2    -

| Sl.No.       | Topics  | Coverage Time |           |          |
|--------------|---|---------------|-----------|----------|
|              |   | L             | T         | P        |
| 1.           | Nature & Scope of Management                                    | 14            | 7         | -        |
| 2.           | Management Thoughts   | 14            | 7         | -        |
| 3.           | Functions of Management   | 6             | 3         | -        |
| 4.           | Principles, Functions, Critical Elements<br>Limitations, Levels | 30            | 15        | -        |
| 5.           | Directing Leadership & Motivations                              | 16            | 8         | -        |
| 6.           | Corporate Governance  | 12            | 6         | -        |
| 7.           | Co-ordination & Control   | 8             | 4         | -        |
| <b>TOTAL</b> |   | <b>100</b>    | <b>50</b> | <b>-</b> |

### 1. NATURE AND SCOPE OF MANAGEMENT

- Definition of Management
- Importance of Management
- Nature of Management- Management as a science or as an art.

### 2. MANAGEMENT THOUGHTS :

Different schools of management thoughts - Taylor, Fayol, Weber, Drucker, Human relations.

### 3. Functions of Management

### 4. PRINCIPLES, FUNCTIONS, CRITICAL ELEMENTS, LIMITATIONS, LEVEL:

A. Planning - Definitions and functions elements, steps characteristics, advantage limitations, types of plan, decisions making rationale steps factors, effecting decision making, nature and importance programmable and non programmable decision, limitations.

B. Management by objectives (MBO) - Concept and process.

- C. Organization - Definition, designing the structure, types of organization relationship in organization.
- D. Delegation - Definition, principles of delegation, importance, process.
- E. Span of Control- Meaning, importance types, limitations cost control budgetary control, overall control.
- 5. DIRECTING LEADERSHIP & MOTIVATION :  
Meaning, styles of leadership, qualities of good leader.
- 6. CORPORATE GOVERNANCE :  
Meaning, concept and role.
- 7. CO-ORDINATION AND CONTROL :  
Meaning, importance elements, principles.

### 3. MARKETING MANAGEMENT

L    T    P  
4    2    -

| Sl.No. | Topics                      | Coverage Time |    |   |
|--------|-----------------------------|---------------|----|---|
|        |                             | L             | T  | P |
| 1.     | Introduction To Marketing   | 34            | 16 | - |
| 2.     | Sales Management            | 33            | 17 | - |
| 3.     | Marketing & Finance         | 20            | 10 | - |
| 4.     | Marketing Finance Interface | 13            | 7  | - |
| TOTAL  |                             | 100           | 50 | - |

1. INTRODUCTION TO MARKETING :
  - A. Definition and significance of marketing.
  - B. Nature and types of market.
  - C. Nature and types of product.
  - D. Diverse functions under marketing.
  - E. Marketing environment.
2. SALES MANAGEMENT :
  - A. Marketing Management
  - B. Product Management
  - C. Promotion decisions and promotion mix.
  - D. Sales forecasting, demand forecasting
  - E. Pricing and distribution, supply chain management
  - F. Creating the marketing plan
3. MARKETING AND FINANCE :
  - A. The firm as an economic unit.

- B. The financial needs in marketing and resources
- C. The position of accountant in modern organization
- D. Basic principles, convention and concepts
- E. Capital and revenue
- F. Types of accounting - Financial accounting, cost accounting and management accounting.
- G. Auditing
- 4. MARKETING FINANCE INTERFACE :
  - A. Marketing Finance Independence
  - B. Marketing Finance Interdependence
  - C. Interfacing and Integration.

#### 4. RETAIL MANAGEMENT

L    T    P  
6    2    -

| Sl.No. | Topics                                 | Coverage Time |    |   |
|--------|--|---------------|----|---|
|        |  | L             | T  | P |
| 1.     | Introduction to the world of retailing | 30            | 10 | - |
| 2.     | Types of retailers                     | 20            | 6  | - |
| 3.     | Buying Decision Process                | 12            | 4  | - |
| 4.     | Retail Market Strategy                 | 30            | 10 | - |
| 5.     | Choosing Retail Locations              | 7             | 2  | - |
| 6.     | Human Resource Management              | 20            | 7  | - |
| 7.     | Supply Chain Management                | 20            | 7  | - |
| 8.     | Customer Relationship Management       | 7             | 2  | - |
| 9.     | Retail Information system              | 4             | 2  | - |
| TOTAL  |  | 150           | 50 | - |

1. INTRODUCTION TO THE WORLD OF RETAILING :
  - A. Retail overview and present scenario
  - B. Functions performed by retailers
  - C. History of retail
  - D. Emerging Trends and career opportunities in retailing
2. TYPES OF RETAILERS :
  - A. Retailer characteristics
  - B. Retail Formats - Store based, Non-store based, Web based
3. BUYING DECISION PROCESS :
  - A. The buying process - need recognition, information search, evaluation of alternatives.
  - B. Social factors influencing the buying process family, reference groups and culture.

4. RETAIL MARKET STRATEGY :
  - A. Definition of retail and market strategy
  - B. Target market
  - C. Building a sustainable competitive advantage like - customer loyalty, location, human resource management, distribution and information system, vendor relations.
  - D. Growth Strategies - Market penetration, market expansion, retail format development diversification, integration.
  - E. Global Retail Strategies
  - F. Strategic retail planning process.
5. CHOOSING RETAIL LOCATIONS :
  - A. Types of locations - Unplanned locations free standing sites
  - B. Evaluation of area for location
  - C. Evaluating specific area for locations.
6. HUMAN RESOURCE MANAGEMENT :
  - A. Human resource planning, Recruitment and selection, training and development of retail employees.
  - B. Motivation of retail employees
  - C. team building in retailing
  - D. Employee Rewards and Incentives.
7. SUPPLY CHAIN MANAGEMENT :
  - A. Introduction to supply chain management
  - B. The distribution across centers
  - C. Collaboration between retailer and vendor in SCM
  - D. Inventory Management
  - E. Warehousing
  - F. Transferring
  - G. Use of IT in SCM
8. Customer Relationship Management - The CRM process
9. Retail Information System

## 5. BUSINESS LAWS FOR RETAIL

L    T    P  
4    2    -

| Sl.No.       | Topics  | Coverage Time |           |          |
|--------------|---|---------------|-----------|----------|
|              |   | L             | T         | P        |
| 1.           | Introduction  | 6             | 2         | -        |
| 2.           | Salient Features of Acts & Regulations              | 50            | 25        | -        |
| 3.           | Employee Legislation                                | 20            | 10        | -        |
| 4.           | Introduction to Central Excise Act<br>Sales Tax/VAT | 4             | 2         | -        |
| 5.           | Detailed Focus on Consumer Protection &<br>Shop Act | 12            | 8         | -        |
| 6.           | Important Licenses For Retail                       | 8             | 3         | -        |
| <b>TOTAL</b> |   | <b>100</b>    | <b>50</b> | <b>-</b> |

1. INTRODUCTION :
  - A. Development of the law regarding retailing
  - B. General points regarding retailer's protection - like demand of exact purchase price in cash, checks are not legal tender, etc.
2. SALIENT FEATURES OF:
  - A. Sale of goods Act - 1979 - Goods must be of merchantable quality, Goods must be fit for the purpose, Goods must correspond with their description.
  - B. The supply of goods and services Act 1982
  - C. Sales and supply of goods Act 1994
  - D. Food Act 1984 and Food Safety Act 1990
  - E. Food Hygiene Regulations 1970 and Food Hygiene Regulations 1990
  - F. Food Standard Act 1999

- G. Resale Price Act 1976
- H. Trading Stamps Act 1964
- I. Trade Description Act 1968
- J. Unsolicited Goods and Services Act 1971
- K. Fair trading Act 1973
- L. Competition Act 1980 and 1998
- M. Enterprise Act 2003
- N. Consumer Credit Act 1974 and Consumer Credit Regulation 1989
- O. Unfair Contract Terms Act 1977
- P. Theft Act 1968
- Q. Weights and Measures Act 1985
- 3. EMPLOYEE LEGISLATION :
  - A. Provident Fund Act
  - B. Gratuity Act
  - C. Minimum Wages Act
  - D. Health and Safety at work Act 1974
  - E. Equal Pay Act 1970
  - F. Employment Protection Act 1978
  - G. Employment Rights Act 1996 and Employment Act 2002
- 4. Introduction to Central Excise Act and its conclusion, Sales Tax/ Value Added Tax laws.
- 5. Detailed Focus on -
  - A. Consumer Protection Act 1987 and Consumer Protection Approval order 1988
  - B. Shop Act 1950 and 1965

6. IMPORTANT LICENSES FOR RETAIL :

- A. Food Licenses
- B. Mandi Parishad
- C. Weight & Measurement
- D. Entertainment Licenses
- E. Repackaging Licenses
- F. Contract Licenses
- G. Shop in Shop Licenses

## 6. COMPUTER FUNDAMENTAL AND APPLICATION

(Common To One Year P.G. Diploma in Marketing & Sales Management)

|   |   |   |
|---|---|---|
| L | T | P |
| 1 | - | 4 |

### RATIONALE

Information technology has great influence on all aspects of our life. All our work places and the living environment are being computerized. In order to prepare certificate holders to work in these environments, it is essential that they are exposed to various aspects of information technology such as understanding the concept of information technology and its scope; operating a computer; use of various tools of MS Office; Desk Top Publishing and Using Internet, etc. from the broad competency profile of diploma holders. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity.

### NOTE :

- Teaching of theory should be dovetailed with practical work, There will be a theory examination also.
- The following topics may be taught in the laboratory along with the practical exercises

### DETAILED CONTENTS

1. Information Technology - Its concept and scope
2. Elements of computer system, computer hardware and software data- numeric data, alpha numeric data; program, processing.
3. Computer organization, block diagram of computer, CPU, memory.
4. Input Devices; Keyboard, Mouse, etc. Output Device : VDU and Printer, Scanner, Plotter.
5. Secondary storage; Magnetic disk - tracks and sectors, optical disk (CD and DVD memory), primary and secondary memory: RAM,ROM, PROM, etc., Capacity; device controllers, serial port, parallel port, system bus.
6. Service like file opening and closing; memory management; device management and input- output (I/O) management with

respect of windows.

7. Installation concept and precautions to be observed while installing the system and software.
8. Introduction about operating system such as MS DOS and Windows.
8. Special features, various applications of MS Word and MS-Excel.
10. About the internet - Server types, connectivity (TCP/IP, Shell); Application of internet like e-mail and browsing.
11. Various Browsers like WWW(World Wide Web); Hyperlinks; HTTP (Hyper Text Transfer Protocol); FTP (File Transfer Protocol).
12. E-Commerce : Overview of e-commerce, Security issues in e-commerce.
13. Mail and Message System : e-mail, document and picture transmission, Voice mail, Teleconferencing, Trouble shooting in e-mail.

#### LIST OF PRACTICALS

1. Given a PC, name, its various components and list their functions.
2. Identification of various parts of a computer and peripherals.
3. Practice in installing a computer system by giving connection and loading the system software and application software.
4. Installation of DOS and simple exercises on TYPE, REN, DEL, CD, MD, COPY, TREE, BACKUP commands.
5. Exercises on entering text and data (Typing Practice).
6. Installation of Windows 98, 2000, etc.
- I. Features of windows as an operating system :

Start; Shutdown and restore; Creating and opening on the icons; Opening, Closing and sizing the windows; Using elementary job commands like- creating, saving, modifying, renaming, finding and deleting a file; Creating and operating on a folder; Changing setting like, date, time,

color (background and fore ground); Using short cuts; Using on-line up

A. MS Word :

File Management : opening, Creating and saving a document, Locating files, Copying contents in some different file(s), Protecting files, Giving password protection for a file.

Page Setup : Setting margins, Tabs setting, ruler, Identing.

Editing a Document : Entering text, Cut, Copy, Paste using tool-bars.

Formatting a Document : Using different fonts, changing font size and colour, Chanding the appearance through bold/italic/underlined, Highlighting a text changing case, using subscript and superscript, Using different underline methods.

Aligning of text in a document, justification of document, Inserting bullets and numbering.

Formatting paragraph, Inserting page breaks and column breaks.

Using of headers, Footers : Inserting footnote, End note, Use of comments.

Inserting date and time, Special symbols, Importing graphic images, Drawing tools.

Tables and Borders : Creating a table, Formatting cells, Use of different borders styles, Shading in tables, Merging of cells, Partition of cells, Inserting and deleting a row in a table.

Print preview, Zoom, Page set up, Printing option.

Using Find and replace option.

Using tools like -Spell Check, Help, Use of macros, Mail merge, Thesaurus word content and statistics, Printing envelops and labels.

Using shapes and drawing toolbar.

Working with more than one window in MS Word.

How to change the version of the document from one window OS to another.

Conversion between different text editors, Software and MS Word.

B. MS Excel :

Starting Excel, Open worksheet, Enter, Edit, Data, Formulas to calculate values, Format data, Create chart, Printing chart, Save worksheet, Switching from another spread sheet.

Menu Commands : Create, Format charts, Organise, Manage data, Solving problem by analyzing data, Exchange with other application. Programming with MS-Excel, Getting information while working.

Work Book : Managing workbooks (Creating, Open, Close, Save), Working in work books, Selecting the cells, Choosing commands, Data entry techniques, Formula creating and links, Controlling calculation, Working with arrays.

Editing a worksheet, Copying, Moving cells, Pasting, Inserting, Deletion cells, Rows, Columns, Find and Replace text, Numbers of cells, Formatting worksheet.

Creating A Chart : Working with chart types, Changing data in chart, Formatting a chart, Use chart to analyze data.

Using a list to organize data, Sorting and Filtering data in list.

Retrieve data with MS - Query : Create a pivot table, Customising a pivot table, Statistical analysis of data.

How to change view of worksheet, Outlining a worksheet, customise workspace, using templates to create default workbooks, Protecting work book.

Exchanging data with other application : Linking and embedding, Embedding objects, Linking to other applications, Import, Export document.

C. Internet and Its Application :

Log in to internet. Navigation for seeking information on internet. Downloading information from internet. Sending and receiving e-mail - Creating a message, Creating an address book, Attaching a file with e-mail message, Receiving a message, Deleting a message. E-mail- Creating e-mail account with different user mails, How to operate voice mail.

## 7. RETAIL SERVICE MANAGEMENT

L    T    P  
6    2    -

| Sl.No.       | Topics                                  | Coverage Time |           |          |
|--------------|---|---------------|-----------|----------|
|              |   | L             | T         | P        |
| 1.           | Introduction                            | 21            | 7         | -        |
| 2.           | Positioning of Services                 | 18            | 6         | -        |
| 3.           | Developing Solution to Service Problems | 18            | 6         | -        |
| 4.           | Managing The Store                      | 42            | 14        | -        |
| 5.           | Store Layout & Design                   | 42            | 14        | -        |
| 6.           | Point of Purchase Communication         | 9             | 3         | -        |
| <b>TOTAL</b> |   | <b>150</b>    | <b>50</b> | <b>-</b> |

1. INTRODUCTION :
  - A. Definition, Scope, Importance, Characteristics of Service Management, In Indian Scenario.
  - B. Classification of Services.
  - C. 7 Ps of service marketing & 4I's of service marketing.
  - D. Retail service quality : Service Quality Gap Model.
2. POSITIONING OF SERVICES :
  - A. New service development
  - B. Managing demand, capacity and service assets, customer expectation, Zone of Tolerance.
3. DEVELOPING SOLUTIONS TO SERVICE PROBLEMS :
  - A. Realistic commitments, managing customer expectations.
  - B. Communicating the service promise : Service Marketing Traingle.
  - C. Service recovery, listening to customers, providing fair solutions, resolving problem quickly.

- D. Handling customer grievances and complaints.
- 4. MANAGING THE STORE :
  - A. Controlling cost and inventory shrinkage labour scheduling, store maintenance, calculation of shrinkage, preventing shop lifting, reducing employee theft.
  - B. Merchandise Management Process and types of Merchandise.
  - C. The buying organization.
  - D. Merchandise category - The planning unit.
  - E. Evaluating merchandise management performance - GMROI
  - F. Managing inventory turnover
- 5. STORE LAYOUT AND DESIGN :
  - A. Objectives and significance of layout and design - store's image and strategy, influence customer buying behaviour, flexibility, legal considerations, design, trade-offs.
  - B. Elements of store layout - planning and circulation, store fronts and entrance, merchandizing, materials and finishes, lighting and music, graphics and signage.
  - C. Space management - space allocated to merchandise categories, location of merchandise categories and design elements, use of planograms.
  - D. Visual merchandising - fixtures, presentation techniques.
  - E. Atmospheric - lighting, use of colors and self talkers.
- 6. POINT OF PURCHASE COMMUNICATION :
  - A. Significance of POP communication.
  - B. POP display materials - leaflets, special fittings, Demonstrators, etc.

## 8. PROJECT WORK

|   |   |   |
|---|---|---|
| L | T | P |
| 1 | 2 | - |

The problem for study paper will be given by the Institute. Study paper will be prepared by each student after conducting field work as guided by Retail Management Management Faculty. New technology of moderning Marketing. The study paper will be comprised of two parts ie. sessional work and viva voce. Viva voce will be conducted by practical examiner nominated by Board of Technical Education.

## 9. ENVIRONMENTAL EDUCATION & DISASTER MANAGEMENT

[ Common to All Engineering/Non Engineering Courses]

L T P  
2 - -

### RATIONALE:

A diploma student must have the knowledge of different types of pollution caused due to industrialisation and construction activities, so as he may help in balancing of eco-system and control pollution by providing controlling measures. They should be also aware of the environmental laws for effectively controlling the pollution of environment. The topics are to be taught in light of legislation Para-3.

### TOPIC WISE DISTRIBUTION OF PERIODS:

| SL. NO. | TOPIC                           | L  | T | P |
|---------|---------------------------------|----|---|---|
| 1.      | Introduction                    | 6  |   |   |
| 2.      | Pollution                       | 3  |   |   |
| 2.1     | Water Pollution                 | 8  |   |   |
| 2.2     | Air Pollution                   | 8  |   |   |
| 2.3     | Noise Pollution                 | 3  |   |   |
| 2.4     | Radio Active Pollution          | 4  |   |   |
| 2.5     | Solid Waste Management          | 5  |   |   |
| 3.      | Legislations                    | 3  |   |   |
| 4.      | Environmental Impact Assessment | 4  |   |   |
| 5.      | Disaster Management             | 6  |   |   |
| TOTAL   |                                 | 50 | - | - |

### DETAILED CONTENTS

#### 1. INTRODUCTION :

- Basics of ecology, Ecosystem, Biodiversity Human activities and its effect on ecology and eco system, different development i.e. irrigation, urbanization, road development and other engineering activities and their effects on ecology and eco system, Mining and deforestation and their effects.
- Lowering of water level , Urbanization.
- Biodegradation and Biodegradability, composting, bio remediation, Microbes .Use of biopesticides and biofungicides.

- Global warning concerns, Ozone layer depletion, Green house effect, Acid rain, etc.

## 2. POLLUTION :

Sources of pollution, natural and man made, their effects on living environments and related legislation.

### 2.1 WATER POLLUTION :

- Factors contributing water pollution and their effect.
- Domestic waste water and industrial waste water. Heavy metals, microbes and leaching metal.
- Physical, Chemical and Biological Characteristics of waste water.
- Indian Standards for quality of drinking water.
- Indian Standards for quality of treated waste water.
- Treatment methods of effluent (domestic waste water and industrial/ mining waste water), its reuse/safe disposal.

### 2.2 AIR POLLUTION :

Definition of Air pollution, types of air pollutants i.e. SPM, NOX, SOX, CO, CO<sub>2</sub>, NH<sub>3</sub>, F, CL, causes and its effects on the environment.

- Monitoring and control of air pollutants, Control measures techniques. Introductory Idea of control equipment in industries i.e.
  - A. Settling chambers
  - B. Cyclones
  - C. Scrubbers (Dry and Wet)
  - D. Multi Clones
  - E. Electro Static Precipitations
  - F. Bog Fillers.
- Ambient air quality measurement and their standards.
- Process and domestic emission control
- Vehicular Pollution and Its control with special emphasis of Euro-I, Euro-II, Euro-III and Euro IV.

### 2.3 NOISE POLLUTION :

Sources of noise pollution, its effect and control.

### 2.4 RADISACTIVE POLLUTION :

Sources and its effect on human, animal, plant and material, means to control and preventive measures.

### 2.5 SOLID WASTE MANAGEMENT :

Municipal solid waste, Biomedical waste, Industrial and Hazardous waste, Plastic waste and its management.

### 3. LEGISLATION :

Preliminary knowledge of the following Acts and rules made thereunder-

- The Water (Prevention and Control of Pollution) Act - 1974.
- The Air (Prevention and Control of Pollution) Act - 1981.
  
- The Environmental Protection (Prevention and Control of Pollution) Act -1986. Rules notified under EP Act - 1986 Viz.
  - # The Manufacture, Storage and Import of Hazardous Chemical (Amendment) Rules, 2000
  - # The Hazardous Wastes (Management and Handling ) Amendment Rules, 2003.
  - # Bio-Medical Waste (Management and Handling) (Amendment) Rules, 2003.
  - # The Noise Pollution (Regulation and Control) (Amendment) Rules, 2002.
  - # Municipal Solid Wastes (Management and Handling) Rules, 2000.
  - # The Recycled Plastics Manufacture and Usage (Amendment) rules, 2003.

### 4. ENVIRONMENTAL IMPACT ASSESSMENT (EIA) :

- Basic concepts, objective and methodology of EIA.
- Objectives and requirement of Environmental Management

System (ISO-14000) (An Introduction).

5. DISASTER MANAGEMENT :

Definition of disaster - Natural and Manmade, Type of disaster management, How disaster forms, Destructive power, Causes and Hazards, Case study of Tsunami Disaster, National policy- Its objective and main features, National Environment Policy, Need for central intervention, State Disaster Authority- Duties and powers, Case studies of various Disaster in the country, Meaning and benefit of vulnerability reduction, Factor promoting vulnerability reduction and mitigation, Emergency support function plan.

Main feature and function of National Disaster Management Frame Work, Disaster mitigation and prevention, Legal Policy Frame Work, Early warning system, Human Resource Development and Function, Information dissemination and communication.

**ONE YEAR P. G. DIPLOMA IN RETAIL MANAGEMENT**

**STAFF STRUCTURE**

|                                 |                             |                             |
|---------------------------------|-----------------------------|-----------------------------|
| Principal                       | One                         |                             |
| Head of Department              | One                         |                             |
| Lecturer                        | Three                       |                             |
| Computer Programmer             | One                         |                             |
| Accountant/Cashier              | One                         |                             |
| Typist/Routine clerk            | One                         |                             |
| Student/Library Clerk           | One                         |                             |
| Storekeeper                     | One                         |                             |
| Operator(Zerox/Duplicating m/c) | One                         |                             |
| Driver                          | One                         |                             |
| Class IV                        | Four                        |                             |
| Sweeper                         | One                         | Parttime as per requirement |
| Chaukidar & Mali                | One                         | As per justification        |
| Staff qualification             |                             |                             |
| Head of Department              | M.B.A. with respctive field | and experience of 5 years.  |
| Lecturer                        | M.B.A. with respective      | field.                      |

GUEST LECTURER: At least 10% lecturer in each course should be arranged by visiting faculty.

Note :

1. Services of other discipline staff of the institute may be utilized if possible.
2. Qualifications of non teaching staff as per service rule.

### SPACE REQUIREMENT

| Teaching Area   | No. Required | Area in Sq.M. |
|---|--------------|---------------|
| 1. Lecture room for 60 students                                 | 1            | 120           |
| 2. Room for tutorial and case study                             | 1            | 120           |
| 3. Conference room  | 1            | 120           |
| 4. Library and reading room                                     | 1            | 350           |
| 5. Computer room  | 1            | 60            |
| Administrative Area:  |              |               |
| 6. Principal's room   | 1            | 30            |
| 7. Room for H.O.D.  | 1            | 20            |
| 8. Lecturer room for each lecturer<br>(10 Sq. M. for each room) | 2            | 20            |
| 9. Main Office  | 1            | 100           |
| 10. Store   | 1            | 150           |
| Add 40% for walls, Passage conveniences etc.                    |              |               |

### LIST OF EQUIPMENT FOR ALL MANAGEMENT COURSES

| NAME OF EQUIPMENT                          | QTY. | APP. COST |
|--|------|-----------|
| 1. L.C.D Projector                         | 2    | 20,000    |
| 2. Over head projector with<br>accessaries | 1    | 20,000    |
| 3. Audio CD recorder cum player            | 1    | 10,000    |
| 4. Vaccum Cleaner                          | 1    | 9,000     |
| 5. X-erox Machine                          | 1    | 1,50,000  |
| 6. Personal computer with printer          | 1    | 60,000    |
| 7. Digital Camera/Handy Cam                | 1    | 25,000    |
| 8. DVD writer cum player                   | 2    | 10,000    |
| 9. Furniture:                              |      |           |

|  |      |   |
|--|------|---|
| a. Class Room/Tutorial Room  | L.S. | 50,000  |
| b. Library   | L.S. | 50,000  |
| c. Furniture for coference Room  |      | as per<br>requirement   |
| 10. Library books and periodicals  | L.S. | 2,00,000<br>Non recurring<br>25,000<br>Recurring per<br>annum |
| 11. Air conditioning false ceiling and<br>synthetic floor for computer room  | L.S. | 30,000  |
| 12. English typewriter<br>(Preferably Electronic)  | 1    | 18,000  |
| 12. One Vehicle (Mini Bus)<br>for field work, visit to industries/<br>organisation/project work. Purchasing<br>of Vehicle is optional. | 1    |   |

## LIST OF BOOKS

1. M. K. Sehgal & V. Khetrpal - Business Communication (Excel Books)
2. Rajendra Pal - Business Communication (Sultanchand & Sons Publication)
3. P. D. Chaturvedi - Business Communication (Pearson Education I Edition 2006)
4. Lesikar RV & Pettit Jr. JD - Basic Business Communication : Theory & Application (Tata Mc Grow Hill 10 Edition ).
5. Tayler Shinley - Communication For Business (Pearson Education 4 Edition)
6. Sharma R. C., Mohan Krishna - Business : Correspondence and Report Writing (Tata McGraw Hill 3 Edition)
7. Koontz - Principles of Management (Tata Mc Graw Hill I Edition 2008)
8. Robbins & Coulter - Management (Prentice Hall of India, 8 Edition)
9. Gupta, Meenakshi - Principle of Management, PHI
10. Govindarajan, M, Natarajan, S - Principle of Management, PHI
11. Prasad L M - Principle of Management (Sultan Chand & Co.)
12. Dr. K. Natarajan, Dr K P Ganesan - Principle of Management- Himalaya Publication House, 5 Edition.
13. Kotler Philip - Marketing Management, Analysis, Planning, Implementations and Control (Pearson Education 12 Edition)
14. Stanton William J - Fundamentals of Marketing - Mc Graw Hill
15. Kotler, Philip and Armstrong Graw - Principle of Marketing - (Pearson Education 11 Edition)
16. Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar - Marketing Management : A South Asian Prespective - (Pearson Education 12 Edition).
17. Ramaswamy V. S. and Mamakumari S - Marketing Management Planning, Implementation and Control (Macmillian, 3 Edition)
18. Etzel M. J. Walker, B. J. and Stanton William J - Marketing Concept special Indian Edition (Tata Mc Graw Hill 13 Edition)
19. Mc Carthy and Perreault - Basic Marketing : A Global Marketing Approach (Tata Mc Graw Hill, 15 Edition)
20. Kurtz and Noone - Principles of Marketing (Thomson India Edition 2007)
21. Tapan K Panda - Marketing Management Text and Case Indian Context Student CD Included, Excel Books.
22. Srinivasan, R - Case Studies In Marketing : The Indian Context, PHI
23. S. Jaychandran, Iit, Chennai - Marketing Management Text and Xases, Excel Publications.
24. Rajan Saxena - Marketing Management, Tata McGraw Hill 3 Edition
25. V. S. Ramaswamy, S. Namakumari - Marketing Management : Planning, Implementaion and Control, McMillion, 3 Edition.
26. Newman A. J. and Cullen P - Retailing : Environment and Operations (Vikas, 1 Edition).
27. Berman B abd Evans J. R., Retail Management (Pearson Edition 9 Edititon).
28. Michael Levi M and Weitz B W - Retailing Management ( Tata

- McGraw Hill, 5 Edition)
29. Dunne Patrick M, Lusch Robert F and Griffith David A - Retailing (Cengage Learning, 4 Edition).
  30. Cox Roger and Brittain Paul - Retailing : An Introduction (Pearson Education, 5 Edition)
  31. Newman and Cullen - Retailing (Cengage Learning, I Edition).
  32. Vedmani G Gibson - Retail Management - Functional Principles and Practice (Jaico Publication, I Edition).
  33. Swapna Pradhan - Retailing Management- Tata McGraw Hill, 3 Edition.
  34. Mrs. Suja R Nair - Retailing Management - Himalaya Publication House, I Education.
  35. Angadi, Ansuya - A Text Book of Retailing Management, S. Chand Group.
  36. Chetan Bajaj, Rajnish Tuli and Nidhi V Srivastava - Retail Management, Oxford University Press.
  37. Gulshan J. J. - Business Law Including Coompany Law (New Age International Publisher, 13 Edition).
  38. Kuchhai M. C. - Business Law - Vikas Publication, 4 Edition.
  39. Avtar Singh - Principles of Mercantile Law - Eastern Book Company, 7 Edition).
  40. Relevant Acts.

**QUESTIONNAIRE**

**INSTITUTE OF RESEARCH, DEVELOPMENT AND TRAINING, U.P., KANPUR-208024**

**SUBJECT:** Questionnaire for ascertaining the functional requirements of One PG Diploma holders in Retail Management and inputs to improve the existing curriculum accordingly.

**PURPOSE:** Development of One Year Post Graduate Diploma In Retail Management.

**NOTE:** 1. Please answer the questions to the point as given in the questionnaire.  
2. Any other point or suggestion not covered in this questionnaire may be written on a separate sheet and enclosed with while mailing it back.

1. Name of the organisation: \_\_\_\_\_  
\_\_\_\_\_

2. Name & Designation of the officer filling the questionnaire \_\_\_\_\_  
\_\_\_\_\_

3. Name of the department/section/functional area. \_\_\_\_\_  
\_\_\_\_\_

4. Important functions of the department/section/functional area \_\_\_\_\_  
\_\_\_\_\_

5. Number of diploma holders employed under your charge in the area related to Retail Management \_\_\_\_\_

6. Please give names and specifications of modern equipment/machines/appliances of use to personnel in Retail Management.

- |    |    |    |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

7. What proficiencies and job competencies are expected from a diploma holder in Retail Management

- |    |    |    |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

8. Mention the approximate percentage of the following desired in PG Diploma programme in Retail Management

- |                          |        |
|--------------------------|--------|
| 1. Theoretical knowledge | -----% |
| 2. Practical knowledge   | -----% |
| 3. Skill Development     | -----% |

9. Do you think " on the job training" / Internship should form a part of the curriculum. (Yes/ No)

if yes, then

(a) Duration of such training \_\_\_\_\_

- (b) Mode of such training
1. Spread over different tenures
  2. After completion of the course
  3. Any other mode

10. What mode of recruitment is followed in your organisation.

1. Academic merit
2. Written test
3. Group discussion
4. Interview
5. On the job test.
6. Any other mode

11. Mention the capabilities/ Qualities looked for while recruiting PG diploma holders in Retail Management.

- |   |       |
|---|-------|
| (a) Technical knowledge                 | ----- |
| (b) Practical skills                    | ----- |
| (c) Etiquette and behaviour             | ----- |
| (d) Aptitude                            | ----- |
| (e) Health, habit and social background | ----- |
| (f) Institution where trained           | ----- |
| (g) Professional flair & personality    | ----- |
| (h) Other capability/quality            | ----- |

12. Does your organisation have Yes/No  
any system for survey regarding popularity,  
response, circulation, impact, etc.

13. Does your organisation conduct field Yes/No  
survey to know users views regarding:

1. Material for different age groups and sex.
2. Effect of climatic, geographical & socio-economic conditions.
3. Any other  
If yes, Please give brief account of each.

14. Which type of assignment do you suggest for an entrepreneur in Retail Management.

15. In your opinion what should be the subjects to be taught to a student of PG diploma in Retail Management.

|   |           |
|---|-----------|
| Theory  | Practical |
| 16. Kindly mention particulars regarding topics/areas which should be given more emphasis in the curriculum . |           |
| Theory  | Practical |

17. Kindly state whether your organisation Yes/ No  
can contribute towards improvement of

Curriculum in the above field.

If yes, Please give names of the experts available in your organisation who may be contacted/consulted for the purpose.

18. Kindly give your valuable suggestions for consideration at the time of finalisation of the curriculum.

19. What changes in the professional horizon appear worth incorporating in the curriculum for PG Diploma in Retail Management?

**Date:**

**(Signature)**

Kindly mail the above questionnaire duly filled in to:

D. N. Dubey  
Deputy Director  
Institute of Research, Development & Training, U.P.  
(Govt. Polytechnic, Campus)  
Kanpur-208002

(Please note that all information in this survey is confidential & for use of curriculum revision only)