

Retail Management Program
Action Taken Report of Advisory 2019

As suggested by experts following actions have been taken:-

Introduce as Elective

- Product Brand Management (Elective)
- Digital Marketing (Elective)
- Retail Banking(Elective)
- Retail Insurance & Risk Management (Elective)
- Retail Service Operation(Elective)
- Emerging Technologies (Elective)

Introduce as core

- (a) Managerial Economics (Core)
- (b) Strategic Management – II (Core)

Modified: Introduce Rural Retailing as elective and separate it from Sales& Distribution Management

OJT-Prof. Manoj Pant will take care of providing maximum opportunities to student's w.r.t different sectors of Retail. And Industry Evaluation parameter will be revised