



Post Graduate Diploma in Retail Management

Curriculum Review by Retail Alums

At a broad level we feel the program covers all areas of a Retail business to give a good foundation for students who want to pursue their career in Retail. The subject areas or various aspects of a Retail business are very well represented across all the trimesters.

What is required is restructuring the program to make it more comprehensive and a bit in-depth in a few areas. And these subject areas could be self-learning through research and more of a discussion topic in class.

Here are few our recommendation:

1. Technology is now an integral part of Retail and runs across all areas of a retail business, It must be given it due recognition in our curriculum
 - o Retail Technology cannot be just one subject in a Trimester, ERP for Retail or Retail Analytics or an Elective called Emerging Technology in Retail is not sufficient in post pandemic scenario. To get jobs in 2022, we require Retail Technology in part of subjects like Retail Concepts, SCM, Retail Store Management, Inventory and Logistics, Buying and Merchandising, Digital Commerce, Retail Analytics I & II, Category Management etc
 - o 1st Trimester the subject can be “Understanding Retail IT Applications” – Covering all aspects of Retail solutions – Merchandise Planning & optimization, Merchandising, Supply Chain Planning & Execution, Stores & Omni Channel, CX and Digital marketing. Analytics and Retail Science. These are very critical accepts of Retail operation now and probably there for next decade.
 - o 2nd Trimester – Deep dive into Merchandise Planning & Optimization Solutions – Merchandise Financial Planning, Assortment & Category Management, Price – Promo – Markdown Optimization, Space Optimization etc. One cannot run organized retail operation with these technologies, its critical for new Jobs.

- o 3rd Trimester – Deep Dive into Merchandise Operations and Supply Chain Planning and Execution – Item Master, Procurement, Inventory management, Demand Forecasting, Allocation & replenishment, Warehouse Management, Private Label Management solutions must be done practically hands-on. Theoretical know-how, otherwise it is pointless for recruiters.
 - o 4th Trimester – Deep dive into Stores & omni Channel Solutions – POS, CRM, Ecommerce, Omni Channel Fulfillment solution. Various Case Studies both from India and various ME and APAC. These were the countries where our students will get better job opportunities.
 - o 5th Trimester – Deep Dive into Customer Experience and Digital Marketing – Solutions – Online Marketing - Inbound, Outbound, Customer Targeting, Customer Service, Customer Campaigns etc. Retail Marketing Strategies are no more discussed on drawing boards, its now all on Digital Platform. Hands-on approach is essential for getting a job in organized Retail anywhere.
 - o 6th Trimester – Emerging Technologies in Retail – Understanding and Different use cases of Block Chain, IOT and Payments Technology etc in Retail must be compulsory for all students. It can't remain just optional
2. Retail Banking – In 2022, students wouldn't get decent bank jobs by just by 25 hours of Retail Banking Module. Please remove the subject from Curriculum
Alums have interacted with the students who initially have join Banks and later joined Retail in a much compromised retail operation position. Also as recruiter wouldn't find any logic in such mix bag approach in our course curriculum.
Retail Banking jobs are extremely competitive today, so we recommend to remove this subject with Food Retailing with Focus on QSR, Fine Dine, Cloud Kitchens. Already these retail destinations are second largest recruiters in our retail consumption basket apart from food & groceries both from organized and unorganized sector.
A detail paper on Course Curriculum and case studies can be prepared along with the Alums
3. Responsible Business – Sustainable and Responsible Business as a paper is not essential from Retail Recruitment point of view, but if institute prefers to have such a subject, it can be a Module in Retail Store Management or an elective which should be pushed to the final trimester only.
In case the subject has to be retained, it should focus on how practically large corporate retailers are being more Sustainable, Environmental conscious, transparent with the

sourcing details with case studies. Alums feel ethics in corporate life can never be taught in 35 Hours class room sessions.

4. MIS & Excel – as mentioned in point 1, MIS is part of larger Retail IT focus and the word MIS is pre-2000 term for IT organization in a company. Also MS Excel is being over used or abused in Business all over the world, which is not its purpose. Again if you as a retailer are still stuck with Excel, then you haven't modernized you IT systems. Excel is something that is already expected, that the students were hands-on and understand how to use it basic or advanced. So, this cannot & should not be a separate subject in itself. We strongly recommend to finish MS Excel coaching in Foundation/ Induction Program or in a Module or a in separate Tutorials to week students. Companies across the globe today are trying to get rid of Excel from their retail operations, we too should get sync along. Overly, we feel this subject we removed.
5. Retail Store Management to also focus on the role of the store post-pandemic with virtual shopping, AR, Contact less shopping, self-service & self-checkout etc including new payment technologies. These are the changes which retail organization across the globe has already done with. Without hands-on knowledge on these new technologies, our students wouldn't get decent jobs with Corporate Retailers in India.
6. Business Communication I & II should also focus on giving enough confidence to the students to proactively oral and digital communicate with ease and without hesitation with senior team members participating in lots and lots discussions etc. All students must have effective public speaking skills should be a key focus area.
7. Global Retailing should much focus on some key organized Retail markets like Dubai/ME who are the leaders in Retail industry for Asia and similar for APAC with retailers based in Singapore/HK/Malaysia etc with a learning and understanding to pursue job opportunities in respective countries. This should be more a research topic and classroom discussion and presentations on a self-learning mode. A group of students can pick up one country or one format for these countries to evaluate and present their knowledge and understanding on how Retail is ever evolving in these countries.
8. Retail analytics I & II should not be an elective but a compulsory subject with additional understanding including AI / Machine Learning models and use cases for Retail. Retail Data Science can be compulsory for everyone.

9. OB & HRM shouldn't at Trimester I, rather possibly could be at V or VI. A new subject on Entrepreneurship or entrepreneurial mindset should be introduced with 40 hours in Trimester I itself. Our students must have the attitude of an employer than an employee from Day 1, at least its critical for our retail business management program
10. VM again can be pushed to IV or V trimester. Looking at present circumstance, Alums were in an opinion that students wouldn't get internships and jobs on VM, but much on retail operation and retail digital business operation.
11. Curriculum of Digital Commerce subject should be can be changed to Omni Channel Retailing and preferably its name as well. Alums can assist on building curriculum.
12. Mall Management must have a 9-12 hours module on 'Phygital' (Physical + Digital) ideas and Technology across the asian and global markets
13. Integrated Marketing Communication is outdated as a subject and could be taken out Retail Management syllabus
14. Retail Framework apart from Law relating to Shops & Establishments at UP/Delhi, we should also cover the other top 10 cities across India, because Jobs are now moving away from Delhi/NCR & Mumbai to other markets. One module of 6 Hours from Mr. Jenis Francis of JF Associates (a most sort after Retail Lawyer of the country for Licensing and Liaisoning) is highly recommended by Alums
15. Warehousing should not remain as 7th module in 25 hours Inventory and Logistic Management. It could be 30 to 40 Hours separate and compulsory subject as more and more decent jobs will be opening at Retail Warehousing in next 2-3 years
16. Retail Business Development could be very important subject as key Job prospect. We have to build it as a full-fledged subject by this year. Our Alums will help to develop the course curriculum.
17. Most importantly, Alums strongly feel, the Admission Criteria for Retail Management Program should be slightly tweaked. We must give preference to graduates from Hotel Management, Travel and Tourism Management, Hospitality Management, Food and Catering Technology and discourage general BCOM/BSC and BA students. This will 100% improve the batch profile and jobs scenario for Centre for Retail