

CERTIFICATE COURSES ON MANAGEMENT

Objective: The objective of the course is to give insight towards development of proper understanding about the concept of Merchandise Management in the present context and also to highlight about its promotional mechanism to deal with the upcoming situation and challenges for the marketers and other interested group.

Course outcome: This course shall enable the learners to learn the various methods of promoting sales at the retail outlet and would be very useful to sales professionals in the retail industry be it retailing of FMCG products, consumer durables, foods, garments, pharma and multi brand retail stores which will provide the employment opportunities to the learners in all big and medium retail companies as well as with distributors of FMCG/ consumer durable products and even to promote sole proprietorship firm.

Fees:Rs. 500/- for each level.

Minimum Eligibility Criteria:

1. Class XII pass
2. Any person having knowledge in management

Method of teaching: Online

Method of Assessment: 100 marks for each level (20 marks internal assessment from case studies analysis and home assignment + 80 marks from online examination)

Level I: Modern Retail Merchandise Management and Practice

Course duration: 30 hours

Syllabus: Meaning of Merchandising: Definition, Objectives, Characteristics; Role and Importance of Merchandising: Sales & Distribution Channels; Forms of Channel of Distribution, Concept C&F (Carrying and Forwarding), Merchandising methods, Different Method of Merchandising, Measuring effectiveness of merchandising, Role of Merchandising and its Effectiveness in the Indian Retail Prospective.

Level II : Promotional Mechanism of Retail Merchandising

Course duration: 30 hours

Syllabus: Retail Merchandising – Meaning, Importance, Advantage, Disadvantage; Difference between Retail Merchandising and Retail Strategy ; Promotional Schemes – Advertisement, Publicity, Sales Promotion, Public Relation, Green Advertisement, Online Promotion Techniques.

Level III : New and modern concept of Merchandising

Course duration: 30 hours

Syllabus: Visual Merchandising, Fashion Merchandising, New Rules of Retail Merchandising, Retail Supply Chain Merchandising, Modern Merchandising Management.

Important Note:

Candidates enrolling in the above certificate course will get the Certificate of completion only after he or she completes all the modules. After successful completion of each module candidates will be issued scorecards. Candidates completing the entire four modules will have the Final Certificate and Grades after averaging all the scores in the respective modules he or she have earned. Candidates opting for such course will also be assessed on Home Assignments submission and Case Studies analysis after each module.