

Post Graduate Diploma in Retail Management – 2 Years

Course Name: Post Graduate Diploma in Retail Management (PGDRM)

Duration: 2 Years (4 Semesters)

Eligibility: Graduation in any discipline

Course Level: Postgraduate Diploma

Mode: Theory + Practical + Internship + Project

Suggested Total Credits: 80

Examination Scheme

Theory: Internal Assessment – 30 Marks + End Semester Examination – 70 Marks = **100 Marks**

Practical/Project: Practical – 60 + Viva – 20 + Record/Assessment – 20 = **100 Marks**

Semester I – Fundamentals of Retail Management

Subject Code	Subject Name	Credits	Internal	External	Total
PGDRM101	Principles of Management	4	30	70	100
PGDRM102	Fundamentals of Retail Management	4	30	70	100
PGDRM103	Retail Marketing Management	4	30	70	100
PGDRM104	Consumer Behaviour	4	30	70	100
PGDRM105	Business Communication & Soft Skills	3	30	70	100
PGDRM106	Business Economics	3	30	70	100
PGDRM107	Retail Sales Management	4	30	70	100
PGDRMP108	Retail Management Practical – I	4	60	40	100

Semester I Credits: 30

Major Topics

- Retail industry structure
- Types and formats of retail stores
- Retail marketing mix
- Consumer buying behaviour
- Sales techniques

- Customer service
- Retail communication
- Store operations fundamentals

Semester II – Retail Operations & Supply Chain

Subject Code	Subject Name	Credits	Internal	External	Total
PGDRM201	Retail Store Operations	4	30	70	100
PGDRM202	Inventory & Stock Management	4	30	70	100
PGDRM203	Supply Chain Management	4	30	70	100
PGDRM204	Logistics & Warehouse Management	4	30	70	100
PGDRM205	Visual Merchandising	4	30	70	100
PGDRM206	Retail Pricing & Category Management	3	30	70	100
PGDRM207	Retail Information Systems	3	30	70	100
PGDRMP208	Retail Operations Practical – II	4	60	40	100

Semester II Credits: 30

Major Topics

- Store layout and design
- Inventory control
- Stock replenishment
- Warehousing
- Logistics
- Supply chain planning
- Visual merchandising
- Pricing strategies
- Category management
- POS and retail information systems

Semester III – Digital Retail & Strategic Management

Subject Code	Subject Name	Credits	Internal	External	Total
PGDRM301	Strategic Retail Management	4	30	70	100
PGDRM302	E-Commerce & Digital Retailing	4	30	70	100
PGDRM303	Retail Analytics & Business Intelligence	4	30	70	100
PGDRM304	Customer Relationship Management	4	30	70	100
PGDRM305	Retail Human Resource Management	3	30	70	100
PGDRM306	Retail Finance & Cost Management	3	30	70	100
PGDRM307	Retail Entrepreneurship	4	30	70	100
PGDRMP308	Retail Internship – I	4	60	40	100

Semester III Credits: 30

Major Topics

- Retail strategy
- Omnichannel retailing
- E-commerce
- Digital marketing
- Retail analytics
- Customer relationship management
- Retail workforce management
- Retail financial planning
- Entrepreneurship
- Business development

Semester IV – Advanced Retail Management

Subject Code	Subject Name	Credits	Internal	External	Total
PGDRM401	Advanced Retail Management	4	30	70	100
PGDRM402	International Retailing	4	30	70	100
PGDRM403	Retail Innovation & Technology	4	30	70	100
PGDRM404	Retail Risk & Loss Prevention	3	30	70	100
PGDRM405	Retail Business Research	3	30	70	100
PGDRM406	Retail Strategy & Business Planning	4	30	70	100
PGDRMP407	Retail Internship – II	4	60	40	100
PGDRMP408	Major Research Project & Viva Voce	6	60	40	100

Semester IV Credits: 32

Practical Components

Students will receive practical exposure in:

- Retail store operations
- POS/Billing systems
- Inventory management
- Stock auditing
- Visual merchandising
- Customer relationship management
- E-commerce operations
- Digital retail marketing
- Retail analytics
- Supply chain operations
- Store management
- Industry internship
- Major research project

Course Outcomes

After completing the **Post Graduate Diploma in Retail Management**, students will be able to:

1. Understand modern retail management concepts and practices.
2. Manage retail stores and day-to-day operations.
3. Develop effective retail marketing and sales strategies.
4. Manage inventory, logistics and supply chain activities.
5. Apply visual merchandising techniques.
6. Understand e-commerce and omnichannel retailing.
7. Use retail analytics for business decision-making.
8. Manage customer relationships and retail teams.
9. Develop retail business plans and entrepreneurial ventures.
10. Apply strategic management techniques to retail businesses.

Career Opportunities

- Retail Manager
- Store Manager

- Retail Operations Manager
- Category Manager
- Retail Sales Manager
- Visual Merchandiser
- Inventory Manager
- Supply Chain Executive
- E-Commerce Manager
- Retail Analyst
- Customer Relationship Manager
- Business Development Manager
- Retail Consultant
- Entrepreneur / Retail Business Owner