



DEPARTMENT OF
MANAGEMENT STUDIES
N.A.M COLLEGE, KALLIKKANDY

CERTIFICATE COURSE IN RETAIL MANAGEMENT

APPLY NOW

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NAM COLLEGE KALLIKKANDY
DEPARTMENT OF MANAGEMENT STUDIES
CCBBA02: CERTIFICATE COURSE IN RETAIL MANAGEMENT

Learning outcomes: upon the completion of the course students should be able to

- Understand the retail management foundation
- Understanding the use of retail management in the contemporary world
- Explain the retail management trends

MODULE1: Introduction to retail management- meaning and importance -

Differentiate between Customer and Consumer- evolution of Retail management

-Differentiate between Organised and Unorganised Retail sector-

characteristics of Organised Retail-characteristics of Unorganised Retail

(10hrs)

MODULE2: common formats in Retail industry- key players- meaning and importance of 6Ps of Retail-key functions/departments in retail.

(10hrs)

MODULE 3: key profiles in the retail industry-key skills required to perform these roles

(10hrs)

Essential readings:

1. Gibson g vedamani, retail management – pearson
2. Dough stephans, the retail revival- wiley
3. Dhruv Grewal Michael Levy, Barton Weitz and -RETAIL MANAGEMENT