

PGDM (RETAIL MANAGEMENT)

Retail and Marketing Specialization



PROGRAMME HIGHLIGHTS



Jagan Institute of Management Studies

Sector-5, Rohini, Delhi - 85

Why PGDM (RM)?

- Regular two year, AICTE approved, full time management Program in Retail and Marketing
- Prepare students to take up challenges in the Retail, Banking, consumer goods, FMCG, Logistics and other industries that are having retail as well as marketing operations
- Apart from regular class room teaching in management subjects, students are encouraged to participate in extra curricular and co-curricular activities for their overall development

2011-13 Passing out batch

Snapshot

• % of Students placed : 100%

(Few have not opted for placement as they have joined family business)

• Name of Organizations : TOI, Vishal Megamart, Marks & Spencer, Tommy Hilfiger, Ritu Wears, Next Retail, Pantaloon, Safe-express, Wills lifestyle, Armani, India Mart, RBS, Stag International, Ferragamo

• Average salary package (Annual): 3.25 Lac

2010-12 previous passed out batch

Snapshot

• % of Students placed : 100%

(Few have started their own ventures / joined family business)

• Name of Organizations : Wills Lifestyle, Unitech
Amusement Park, Infocom Network, Om Logistics, RBS,
Indiabulls, Reliance Retail, etc.

• Average salary package (Annual): 2.80 Lac

Co-curricular & Extra Curricular activities Held

- ❖ Guest Lectures
- ❖ Stores / Industrial visits
- ❖ Retail Club Activities – Business Quiz, Inter-college fest, etc.
- ❖ Retail Conference / Seminars / Workshops
- ❖ Retail e-Newsletter
- ❖ National Conference On Retail
- ❖ Book on Retail Excellence
- ❖ Delhi Retail Summit
- ❖ Live Projects

TRIMESTER I	TRIMESTER II	TRIMESTER III
Managerial Economics	Macro Economic Management	Business Research Methods
Quantitative Techniques	Financial Management I	Human Resource Management
Financial & Management Accounting	Cost Accounting	Financial Management II
Principles of Retailing	Marketing Management	Consumer Behaviour
Legal Aspects of Business	Legal Aspects of Retailing	Production & Operations Management
Managing Organization	German Language (Elementary)	German Language (Advanced)
Business Etiquettes & Communication	Managerial Communication	Retail Stores Operations
Computer Applications in Management	DBMS	Management Information System

Programme Structure - Tentative (may be revised)

TRIMESTER IV	TRIMESTER V	TRIMESTER VI
Visual Merchandising I	Merchandising & Category Management	Ethical Behaviour & Corporate Governance
Mall Management	E-Retailing & Retail Technologies	Entrepreneurship & Innovation Management
Retail Banking Operations	Retail Franchising & Multichannel Retailing	
Procurement & SCM	Strategic Management	
Elective 1	Visual Merchandising II	
Elective 2	Elective 1	
Elective 3	Elective 2	
Summer Internship Project	Elective 3	Final Project (2 papers equiv.)

MARKETING	INTERNATIONAL BUSINESS	
Sales Management & Retail Selling Skills	Global Business Environment & Strategies	
Rural & Social Marketing	International Risk & Financial Management	TRIMESTER IV
Product & Brand Management	Cross Cultural Management	
Sales Promotion & Advertising	Corporate Restructuring, Mergers and Acquisition	
Industrial Marketing	Export Import procedures & Documentation	TRIMESTER V
Marketing of Services	International Marketing & Retailing	

Key Highlights

- Workshops, seminars & guest lecture sessions by professionals are held regularly throughout the programme
- Store and industrial visits, are held on periodic basis throughout the year to make students aware of the practical aspects of theory
- Students are trained on personality grooming, business communication, body language, business etiquettes and placement skills through regular subject paper as well as through special workshop sessions

Key Highlights

- German (Foreign) language is taught for two consecutive trimesters to make the students competent for the global environment
- Marketing specialization papers include Brand Management, Advertising Management, Rural Marketing, Industrial Marketing, Sales and Distribution management, etc.
- Retail specialization papers include Visual Merchandising, Store operations, Franchising, IT in Retailing, Mall Management, etc.

Activities conducted for PGDM-Retail Management students during 2012-13

- Guest Session on How to Build Yourself for Corporate Success on 14th July, 2012
- Visit to Karmaarth, NGO on 16th July, 2012
- Guest Session by Mr. Sumit Chaudhury (Campus to Corporate Dreams & Reality) on 23/7/12
- Visit to Mother Dairy Plant, Patpargunj on 28/7/12
- Corporate Checkmate on 11/8/12
- Special Placement Related Workshop on 16/8/12
- Session on Digital Marketing on 25/8/12

Activities conducted for PGDM-Retail Management students during 2012-13

- Workshop at City Centre Mall on 30/8/12
- Special session for improving placement & employability skills on 30/8/12
- Session on Corporate Etiquettes by Mr. Sunil Keswani on 31/8/12
- Debate Competition of Retail Club “Break The Bulk” 1/9/12
- Retail Activity “Kriyana v/s Super Market” on 8/9/12
- VM Activity by Ms. Smriti Tandon on Quilling Technique on 10/9/12
- Window Display Contest on 15/9/12

*Activities conducted for PGDM-Retail Management students during
2012-13*

- Special Mock PI & Workshop conducted by Prof. S.C. Kapoor
11/10/12
- Retail Club Activity on “I am Smarter than my Interviewer” on
20/10/12
- Workshop conducted by Oyster Learning on 01/12/12
- Business Plan Contest Conducted by Mr. Gaurav Vashisht on
8/12/12
- National Seminar on India on the Threshold of Global Retailing at
PHD House on 20/12/12

*Activities conducted for PGDM-Retail Management students during
2012-13*

- Workshop in How to write a Resume on 19/1/13
- GHRDC Workshop on 2/2/13 on Summer Internships- 1st step towards the Corporate World
- Seminar on Careers and digital medium on 6/2/13
- International Conference on 9/2/13 held at IIC, New Delhi
- RAI's workshop on Excellence in Stores Operations (ESOps) on 5-6/3/2013
- Special Session by Mr. Jitesh Mohnot on 16/3/13 on Union Budget and its implications

Excellence in Stores Operations (ESOPs) – March 5-6, 2013

Excellence in Stores Operations (ESOPs), a Management Development Programme (MDP), was organized by Jagan Institute of Management Studies along with Retailer Association of India (RAI).

The Workshop was conducted on 5th March 2013 & 6th March, 2013 at Jagan Institute of Management Studies (JIMS), Rohini , Sector -5 campus.



National Seminar -"India on the threshold of Global Retailing" on 20th December, 2012 at PHD House, New Delhi

The key note address was delivered by Mr. Kumar Rajagopalan, CEO, Retailers Association of India, Mumbai followed by the presentation from Guest of Honour, Mr. Marc Batenic, President and CEO, IGA INC, USA.



WINDOW DISPLAY ACTIVITY - 14th September, 2012

JIMS, Rohini organized a window display activity for its PGDM (RMM) 2011-13 Batch at its Campus on Friday, 14th September, 2012 as part of visual merchandising activity.

The activity was organized under the guidance of Dr. Ritu Bajaj & was graded on the aspects of creativity, presentation & expression of knowledge.



VISUAL MERCHANDISING ACTIVITY on 10th September, 2012

The workshop was based on Paper quilling or Paper Filigree which is an art of creating fascinating 3-dimensional designs from thin strips of paper.



These paper strips are rolled, curled and pinched to create elaborate designs that one can use to decorate class projects, cards, photo frames, boxes, scrapbooks etc.



Organized Retail Vs Unorganized retail on 8th September, 2012

The activity was a joint effort by all the students where in, they created a store display. The picture of Unorganized Retail was created where in the students had used a model of a “Kirana Store”.

The students used pictorial representation and displayed materials adding a real appeal to the store. On the other hand the Organized Retail was showcased. The Store was divided into various departments



Employability Skills on 30th August, 2012

Prof S.C. Kapoor enlightened the students with his highly interactive communication skills and knowledge on the subject. During the session the students learned the types of questions asked in the interview.



Engaging with the power of communication the students learned how to face the interview board. The exercise was also conducted where students were asked to answer certain Frequently Asked Questions in the interview.



UNDERSTANDING VISUAL MERCHANDISING THROUGH CUSTOMER'S EYE on 18th July, 2012

Visual Merchandising is the art of displaying merchandise in a manner that is appealing to the eyes of the customer.

It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would convert the window shoppers into buyers of the product



"How to Build Yourself for Corporate Success" on 14th July, 2012

An excellent and educating session was organized by Prof. S.C. Kapoor and his team on "How to Build Yourself for Corporate Success" at JIMS Campus on Saturday, 14th July, 2012 for PGDM IB & RMM Batch 2012-2014.

His Team Included Mr.Saket Tiwari, Mr.Saurabh Kalra, Mrs. Poornima Tejpal and Miss. Daksha Gujral, all senior executives from the corporate.



Zara interacts with the Retail students

□ PGDM (Retail & Marketing) students had a great learning and fun on March 1, 2012, while interacting with the executives of world renowned Spanish fashion brand 'Zara'



□ Ms. Betty Hygrell (International HR) and Ms. Neha Malhotra (HR-India), Inditex (parent organization of global fashion brand Zara) visited JIMS, Sector-5, Rohini campus



□ Students of PGDM (Retail & Marketing) gave a presentation to the dignitaries on the brand Zara, covering various aspects, beginning from its history, its associate products and brands, competitors, sales and distribution strategies and future plans.



Challenges and Opportunities in Rural Retailing

□ A session on ‘Challenges and Opportunities in Rural Retailing’ was held on July 23, 2011 at JIMS, Sector 5, Rohini, Delhi



□ Session was conducted by Mr. Avijit Ganguli, Ex.Vice President, Bata India Limited



□ Mr.Ganguli enthralled the students with his highly energetic and motivated communication and content delivery.



Retail Activities

Retail e-Newsletter

Title : Retail Online @ JIMS



➤ No. of issues published : 06

➤ Latest issues has been totally designed, prepared and edited by the Retail (1 year) students

Retail Activities

National Conference on Retail Excellence



❑ National Conference on Retail held on Oct.11, 2011 at JIMS in Association with RAI, Mumbai



❑ Participation of over 30 paper presenters



❑ Around 40% papers from outside NCR including Kolkata, Coimbatore, Ahmadabad, Mumbai, Mangalore, Raipur, Bhubaneswar, Patiala, etc.

Retail Activities

Book on Retail

✓ An edited book based on the proceedings of National Conference released

✓ Published by Excel India under ISBN no.978-93-81361-40-5



Retail Club Inaugurated

Retail Club launched by the students of
2011-13 batch on 17.12.2011

Activities held;

- Guest Lecture by Mr. Varun Sehgal, Manager, Puma
- Game show in which both faculties and students participated
- Prizes were distributed to winners



Industrial Visits

- Bisleri Plant at Sahibabad :7.11.2011
- Parle Manufacturing Plant : 7.12.2011
- Mother Dairy Plant : 12.12.2011
- Pacific Mall: 02.04.2011
- Future Retail Warehouse, Bahadurgarh, 20.11.2010



Store Visit

Visit to Moments Mall, Delhi

6th Feb.2012 with the faculty Dr. Ritu Bajaj for onsite Workshop on Store designing and Visual Merchandising



Other Activity

Workshop on Business Etiquettes

By Ms.Parul Raj On 17.7.2011

Students were trained on their conduct in organization with special emphasis and activities on:

- The proper handshake
- Image enhancement
- Exchanging of Business cards etc.

Guest Lectures

- I. “Buying, Selling and Visual Merchandising” on 27.7.2011:
Mr.Rahul Chawla, Asst.Manager, ITC Ltd
- II. “Brand Management” on 15.03.2012 by Mr. Sarkar
- III. ‘Retail Stores Operations ‘on 15.03.2011 by Mr.Naresh Maheen
- IV. ‘Prospects in Retail’ on 21.8.2010 by Mr. K.R.Bala
- V. ‘Career opportunities in Retail’ on 29.11.2010 by Mr.Lawrence
Fernandes
- VI. ‘ Legal Aspects for Startup business’ on 09.02.2011 by
Mr.R.K.Agarwal

MDP on ESOPs (Excellence in Stores Operations) in association with RAI, Mumbai on Feb. 2-3, 2012

- Retail students participated as delegates and as volunteer
- The two day session was managed and anchored by the RMM students
- Around 65 delegates from over 12 Retail organizations participated



Key Resource Persons:-

Mr. Rakesh Narula, President T&D, SSIPL Retail Limited

- Mr. Sathish Bhat, Partner – B S Nagesh Consults
- Mr. Sajjad Shaikh, National Head - Retail (CS), Aircel Ltd.
- Ms. Pooja Makhija, MD, Fashion Futures Ltd.
- Mr. Ashmit Alag, Director of Education, Academy of Applied Arts



DRS-2012: Delhi Retail Summit on 24th February 2012 at

Hotel Park, Parliament Street, New Delhi

■ JIMS partnered with the Retailers Association of India in organizing the first ever DELHI RETAIL SUMMIT - DRS 2012



■ Key speakers included Mr. Vikram Bakshi, MD, McDonalds India (N&E), Mr. Rajan Anandam, MD, Google, India, Mr. V.D. Wadhwa, MD, Timex watches, Mr. Sadashiv Nayak, CEO, Future value retail ltd., Mr. L. Prabhakar, VP-HR, ITC Agro, Mr. Rahul Chadha, MD, Religare Wellness, etc.



■ JIMS Retail management students volunteered in the event for the whole day and ensured its successful conclusion



Personality Development Workshop

- A workshop on personality development and business etiquettes was held on September 14, 2011
- The workshop was conducted by Ms. Rita Gangwani, corporate trainer and an Ex. Army officer.
- She talked about various important aspects that can be helpful to the students in their placement interviews and later in their careers



"Corporate Finesse"

- A workshop was conducted by Ms. Pria Warrick founder Pria Warrick, Finishing School on 6th & 7th January, 2011
- The workshop aimed at finessing the students with various aspects of personality and soft skills development.



"Excellence in Store Operations" in association with Retailers

Association of India, Mumbai

■ Management Development Programme on 'Excellence in Store Operations' was conducted on February 23-24, 2011.

■ The participants represented diverse retail organizations such as Tata Teleservices, Godrej Natures Basket, Levis Strauss, Spencers, ITC Ltd., Mahindra Retail, Future value, Lifestyle Stores, eligare, Aditya Birla Retail, Bharti Retail, etc.



FRANCHISING WORKSHOP AT PRAGATI MAIDAN

- Students attended a workshop on Franchising at the Times Franchise Expo, held on 24th July, 2011 at the Pragati Maidan, New Delhi.



- Session was conducted by Mr. Rahul Chawla, Assistant Manager, ITC Ltd. Gurgaon.

- It provided opportunity to meet thousands of potential franchisees or business partners eager to start their own business



WINDOW DISPLAY COMPETITION

■ A 'Window Display Competition' on Visual Merchandising was conducted on September 17, 2011.

■ To give a practical approach to visual merchandising the competition was organized.

■ Students were asked to make a display on Departmental Store or Speciality Store.



Business Quiz - Gyanodaya'2010

- Students of PGDM-RM programme along with IB students organised Business Quiz 'Gyanodaya' 2010 on 27th November'10 at the campus.
- Preliminary round saw 31 teams participating from first year students of PGDM, PGDM-IB and PGDM-RM, out of which 8 teams were short-listed for the final round.



PGDM (Retail & Marketing) Students won First

Prize in Logistics Talent Hunt - 2012

■ JIMS, Rohini team comprising of PGDM (Retail & Marketing) students, won the First Prize of Rs. 25,000/- on the topic ‘Use of IT in Supply Chain” in Logistics Talent Hunt-2012, organized by T2P Consultants Limited & Chartered Institute of Logistics & Transport (CILT), India

■ The team comprised of following PGDM (RMM) students;

- i. Mukesh Singh Rana
- ii. Shishir Tripathi
- iii. Nilanjan Nandi



PGDM (RM)



For Queries :

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