

PGDM RETAIL MANAGEMENT

NEWSLETTER

OCTOBER'2018-DECEMBER'2018



The Second trimester started with lot of enthusiasm and sparkle in the eyes of the students for zeal to learn and achieve. The subjects taught to the students in trimester-II are Macro Economics Management, Business Analytics, Financial Management, Marketing Management-II, Merchandising & Category Management, Retail Store Operations, Concepts of E-biz, Managerial Communication & Environmental Scanning. The focus is on inculcating the decision making skills, analytical and critical thinking skills in the students. All above subjects has been taught using case study approach, articles discussion, presentations, group discussions, role plays etc.

Various workshops and guest sessions were conducted during the trimester in order to build their attitude and behaviour and enhancement of skillset.

Guest lecture on “Location Matters-The Importance of Retail” was organised on 22nd October 2018. The resource person Ms. Ila Rawat explained students about the importance of location in Retail Management. She discussed why places are the most important “P” in Retail and how decision of location had an impact on the business growth, revenue and profitability.



A guest lecture on “Retail Sales” was organised on 27th October, 2018. The resource person was Ms. Meenal Babbar Senior Manager - PR & Branding (ANP Holding) & Ex-Sales Head – Biba. She explained students how external environment affects the businesses through various real life situations.

A guest lecture on “Professional Ethics and Frauds” was organised on 30th October 2018. The resource person of the session was Ms. Ambika Sharma Solanki, Senior Teacher Fellow, Birmingham City University. Ms. Solanki started her session with the importance of professional ethics and various ethical practices being followed by the professionals.



A store visit for the students as a part of the curriculum of the subject 'Retail Store Operations' was organised on 10th November 2018. The faculty Ms. Surbhi Jain asked students to do a comparison between two brands; such as Nike and Adidas, Lifestyle and More Mega Store etc. Students went to retail stores and interacted with the staff of the particular brand and made a comparison report.

An industrial visit to Amul was organised on 24th November 2018 for first year students of PGDM-Retail Management. The students were exposed to the complete production process of automatic plant of Banas Dairy. The objective of organizing this visit was to make students aware about the current market scenarios and the latest technologies used in the Dairy Industry.



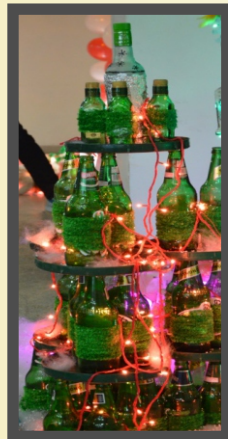
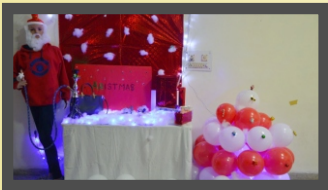
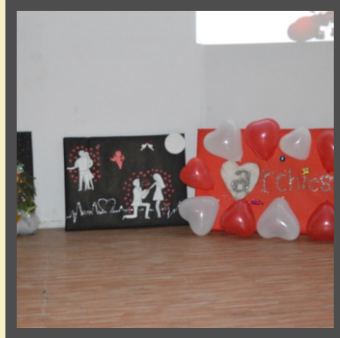
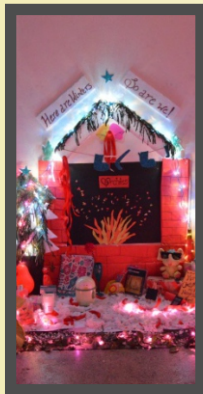
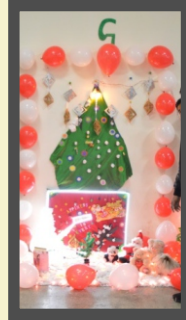
A guest session on “Entrepreneurial Challenges” by Mr. Jimmy Gupta, Alumnus PGDM – RM (batch 2013-15) was organised on November 13, 2018. Mr. Jimmy Gupta started his own venture named 'Stationery Bazaar' in the year 2016 and has successfully completed 2 years with clients from various govt. offices and corporate houses. Being a young entrepreneur he shared his experiences with the students.

In association with Retailer's Association of India (RAI), we organised one day workshop on 'Excellence in Stores Operations (ESOps)' on 16th November 2018. The event witnessed the presence of eminent personalities from the Retail industry such as Mr. Rajesh Jain (Managing Director and Chief Executive Officer for Sports And Leisure Apparel Limited – Lacoste Licensee in India), Mr. Souvik Bose (Sr. General Manager - Operations, Shoppers Stop, Ltd.), Mr Rajesh Jain (Business Strategy Consulting firm in the Fashion and Retail space in Indian Subcontinent), Mr. Ashmit Alag (Visual Merchandiser). The session was attended by more than 35 delegates from various Retail organisations such as Puma, Bombay Dying, Aditya Birla Fashion and Retail, Future Lifestyle, Shoppers Stop, Lacoste, Welspun Global etc. and the students of PGDM Retail Management. They all benefitted from the insights and experiences of the leaders of the industry. The program focused on the means of achieving great Retail performance by virtue of enhancing store productivity and store profitability. The program was a learning platform for Retail Store Managers, Assistant Store Managers, Department Managers, and Independent Retailers, Retail Managers and PGDM Retail Management students who have a desire to imbibe and adapt proven best practices



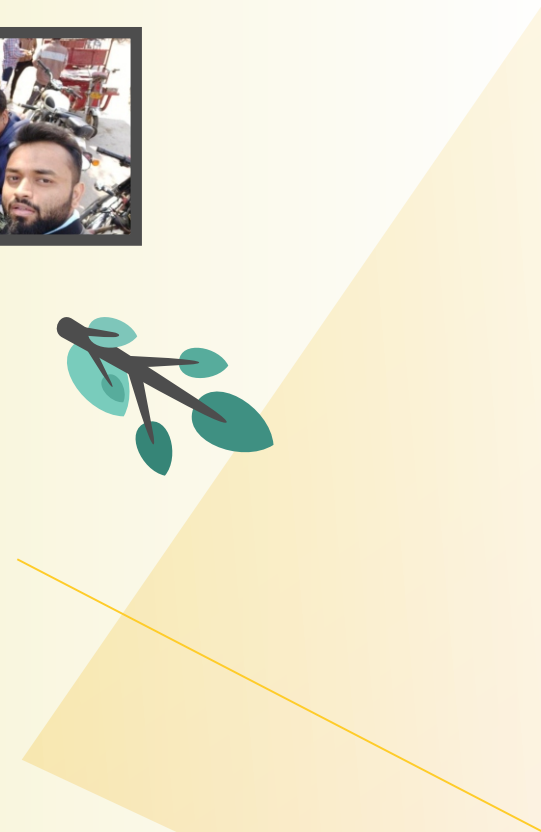
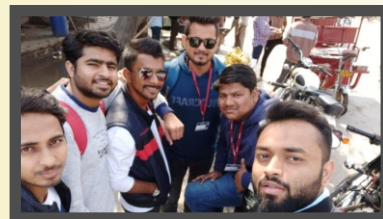
Retail Club Activity-Visual Merchandising: The Art of Vision “Jo Dikhta Hai Woh Bikta Hai”

Creador - JIMS Retail Club organised simulation exercise on "Visual Merchandising: The Art of Vision - Jo Dikhta Hai Woh Bikta Hai" on 12th November, 2018 for first year students of PGDM, PGDM -RM, PGDM -IB. The students created mood boards and windows for the Brand 'Archies' on the theme 'Christmas and New Year'. The Jury members Mr. Raghav Moolchandani (MD - Archies) and Mr. Youhan Aria (Marketing Head - Archies) appreciated the efforts and ideas of the students and gave the opportunity to top 2 teams to create windows for their flagship stores in Delhi NCR.



Self Society & Organization

In India Value Based Education is the real need of the hour. As we see how the Society is diminishing in case of values day by day. It is necessary to develop the programs for inculcating values in the society. Under the guidance of Mr. Avijit Chakravarti, students were divided into eight groups i.e. Rainbow Homes, Traveloomer, Khwaab, My Perch, Lecin, Teach for India and Act and devote time in an outbound engagement with a project in consultation with the faculty mentor. Every project was individually mentored to ensure high learning standards and impact. The main objective of SSO was to let students explore connections between self and society, to develop an understanding of a community's needs and how to evaluate key activities, resources and partnerships in this context and to be able to work across differences and mobilize groups of people towards a shared purpose. While dealing with social problems, students were able to systematically think through problems, develop an innovative solution, assess risk, competition and performance and sharpen a variety of managerial skills. At the same time students were asked to create the videos, diaries and notebook of what they have visited and learned from their projects. They also gave presentations of their projects in front of expert panelists from various NGOs. Students successfully completed this course and were able to adapt professional attitudes such as taking personal responsibility, operating in teams and managing self. Also draw connections between themselves, their community experiences and the larger world, fostering a sense of care and citizenship.



PGDM-RM
Batch 2018-2020
GLIMPSE OF TRIMESTER-II

- * **Workshops and Guest Sessions**
 - ➔ Location Matters-The Importance of Retail
 - ➔ Retail Sales
 - ➔ Professional Ethics & Frauds
 - ➔ Entrepreneurial Challenges
- * **Retail Club Activity**
 - ➔ Visual Merchandising: The Art of Vision “Jo Dikhta Hai Woh Bikta Hai”
- * **Industrial Visit**
 - ➔ Amul
 - ➔ Store Visit-Addidas, Nike, Lifestyle and More Mega Store
- * **Seminar**
 - ➔ Excellence in Store Operations in association with **Retailers Association of India**

CLUB ACTIVITIES

- * Retail Club - Visual Merchandising: The Art of Vision “Jo Dikhta Hai Woh Bikta Hai”
- * Marketing Club- Seminar on “Influencer Marketing”
- * HR Club- HR Branding Contest
- * Finance Club- Finollywood
- * E-cell Club- My Entrepreneurial Story by Aditya Arora CEO at Faad Times, Faad Network Pvt. Ltd

Proud Moments

WINNERS OF RETAIL CLUB ACTIVITY

Winners

Ashka Kakkad, Richa Kapri, Monika Valeja, Rajshree Verma, Srishti Dogra, Mohit Garg, Tanya Sethi, Avneet Arora

Runners up

Dipi Goel, Ajay Kumar, Loveen Kukreja, Abhishek Pandey, C. Akash, Abhishek Gaur, Mansi Ahuja, Soni Chauhan

Mentorship meetings are conducted time to time so that students can seek guidance from their respective mentors on various critical issues like opting for live projects, choosing major and minor specialisation etc.

For evaluating the ongoing performance in academics mid term evaluation and various other assessments techniques such as case study, group projects, assignments were held in all the subjects.

Trimester II ended with the End Term Examination giving them the opportunity to show case their academic value addition through a pen paper examination format.

Dr. Deepika Saxena
HOD (PGDM-RM)