

Diploma in Retail Management – 1 Year

Course Name: Diploma in Retail Management

Duration: 1 Year (2 Semesters)

Eligibility: 10th Pass or Equivalent

Course Level: Diploma

Suggested Total Credits: 40

Examination Scheme

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

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

Semester I

Subject Code	Subject Name	Credits	Internal	External	Total
DRM101	Introduction to Retail Management	4	30	70	100
DRM102	Retail Marketing	4	30	70	100
DRM103	Consumer Behaviour	4	30	70	100
DRM104	Retail Sales & Customer Service	4	30	70	100
DRM105	Retail Store Operations	4	30	70	100
DRM106	Business Communication & Soft Skills	3	30	70	100
DRMP107	Retail Management Practical – I	4	60	20+20	100

Semester I Credits: 27

Practical Training

- Store layout and merchandising
 - Customer handling
 - Sales techniques
 - Product display
 - Billing and POS basics
 - Stock identification and handling
-

Semester II

Subject Code	Subject Name	Credits	Internal	External	Total
DRM201	Inventory & Warehouse Management	4	30	70	100
DRM202	Supply Chain & Logistics in Retail	4	30	70	100
DRM203	Visual Merchandising	4	30	70	100
DRM204	E-Commerce & Digital Retailing	4	30	70	100
DRM205	Retail Analytics & Business Statistics	3	30	70	100
DRM206	Retail Human Resource Management	3	30	70	100
DRM207	Retail Entrepreneurship & Store Management	3	30	70	100
DRMP208	Retail Internship / Project	5	60	20+20	100

Semester II Credits: 30

Practical Components

Students may receive practical training in:

- POS/Billing System
 - Inventory Management
 - Stock Auditing
 - Visual Merchandising
 - Customer Relationship Management
 - Retail Sales
 - E-Commerce Operations
 - Store Operations
 - Retail Internship
 - Final Retail Management Project
-

Course Outcomes

After completing the Diploma in Retail Management, students should be able to:

1. Understand the fundamentals of the retail industry.
2. Manage day-to-day retail store operations.
3. Handle customers and apply professional sales techniques.
4. Manage inventory, warehousing and stock control.
5. Understand visual merchandising and product presentation.
6. Work with POS and basic retail technology.
7. Understand e-commerce and digital retailing.
8. Analyze basic retail sales and business data.

9. Manage retail staff and customer relationships.
 10. Develop skills required to start or manage a retail business.
-

Career Opportunities

- Retail Sales Executive
- Store Executive
- Store Supervisor
- Retail Manager
- Customer Relationship Executive
- Visual Merchandiser
- Inventory Executive
- Warehouse Executive
- E-Commerce Executive
- Sales Coordinator
- Retail Operations Executive
- Entrepreneur / Store Owner