

## केन्द्रिय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE
AN AUTONOMOUS INSTITUTION REGD.BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT.OF INDIA
REGD.BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT.OF INDIA
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT.OF INDIA



## Advance Diploma in Retail Management





This course is one year course and it is designed for students for professional development. Successful students will achieve practical skills to progress their careers within their professional careers. The course would be of interest to students from a wide-range of backgrounds and their knowledge and develop their careers.

- The Retail Environment
- Consumer Behavior
- Retail Marketing and selling skills
- Customer service concepts
- Retail Operations

## Syllabus:

Marketing management

Financial management

**Economics** 

Strategic management

Supply chain management