




Information Bulletin

‘Executive Programme in Retail Management’

**Birla Institute of Management Technology
Greater Noida**

In collaboration with

RELIANCE World



Birla Institute of Management Technology (BIMTECH) located in National Capital Region, provides a highly conducive academic environment, interaction with hard working and industry-academia mix professors, proximity to the strategy makers of the industry, exposure to the international universities and companies, and a ready profile of strong alumni base spread throughout the world.

Birla Institute of Management Technology was established in 1988 supported by Birla group of companies. Dr. (Smt.) Sarala Birla, chairperson of Birla Academy and Smt. B K Birla, chairperson of B K Birla Group of companies are the founders of this business school. It offers full time post graduate programmes in Business Management, Insurance Management, International Business, and Retail Management. This also offers executive development programmes to industry. BIMTECH has international university collaboration with many universities including some of the best and oldest of the world such as George Mason University, USA; Philadelphia University, USA; Erasmus University, Netherlands; ESC Rouen, France etc. **BIMTECH is ranked in top 15 private business schools of India since last three years.**

To become an extraordinary personality, you need an extraordinary Institution. BIMTECH has shown an extraordinary growth in the last five years.

The offering of the programmes at BIMTECH has very strong support of the academic rigour and industry interaction. Professors encourage the academic – industry mix learning environment. The programmes offered are designed and reviewed in consultation with industry experts and delivered by a strong team of faculty who are known for their dedication to teaching and research, with close ties to the national and international academic and business community.

The faculty team of core, adjunct and visiting from India and abroad makes quality knowledge sharing on aspects of business, business leadership, functional and domain knowledge building and entrepreneurship. The international academic partners of BIMTECH provide a wider platform to the students to experience international academic environment and make them a global leader. The teaching and research projects in the new economy areas are latest efforts and developments, which have overwhelming support and response from the government bodies and national and international institutions including industry.

Full Time Programmes Offered:

- Doctor of Philosophy (Ph. D.)
- Post Graduate Diploma in Management, 2 years
- Post Graduate Diploma in Management (International Business), 2 years
- Post Graduate Diploma in Management (Retail Management), 2 years
- Post Graduate Diploma in Management (Insurance Management), 2 years

Campus and Facilities

Stay and Residence

BIMTECH is located in a sprawling fully wired and air-conditioned residential campus in Greater Noida, national capital region, the outskirts of the capital of INDIA. The campus is a safe place and environment is highly conducive for academic learning and comfortable living with facilities such as Lecture Rooms and Conference Halls, Residence and Food, Health, Sports and Recreation, Banking and Communication, Shopping Plaza, Transportation, Security etc. to prepare a person for challenges ahead in the industry, government and society.

For complete details, visit www.bimtech.ac.in/infrastructure

Library Resources:

The library forms a very important arm and shares the institute's commitment to excellence of the institute. The library is committed to offer rapid response with greater flexibility to meet the needs of a growing student and faculty community.

The state of the art library is housed in two floors with reference and borrowing sections distinctly earmarked. The library has a collection of over 11,000 titles of books and nearly 200 International and reputed Indian Journals. The library also prides itself with a rich collection of all prominent magazines in the area of business as well as general awareness. The institute is also a member of DELNET which provides ready access to libraries of leading institutions from India and abroad. The library is actively seeking to augment our international journal resource base by being member of EBSCO web based electronic journals database, which allows access to over 4000 international journals of repute. Specialized software for data related to industries and economies are support research materials to faculty and students.

I. T. Resources:

The information technology facility is the speed resource of the school. The computer lab in the academic block, and individual network facility in the hostel rooms make it easy to reach to the material provided by the faculty. Round the clock, internet facility connects the participants with the world. Participants of the programmes are always encouraged to bring their computer or Laptop for uninterrupted utilization of the facility. The campus is fully wired and provides 600 terminals to connect at various locations throughout. The INTRANET Usages are recommended to the students for faculty discussion and interaction and also material sharing.

Academics, Pedagogy and Learning

LEARNING starts with the study group formation of the students for the duration of their stay on the campus. The assembly of the group is generated by self on the basis of chemistry of social life, culture, academic background and working experience. They share the ideas, intellect, experiences, culture, and personal life, which make their stay enriching. Despite a tight schedule, they are able to generate time to freak out, go for adventure trips and develop life long relationships.



◀◀ Our Vision

We strive to **impart**
management **education**
to prepare business **leaders**
and **entrepreneurs** to stand
upto **global** competition.

BIMTECH gives high priority to invite the industry mentors for making business education more relevant. The guidance in combination of professors here and industry experts coming in the classroom, prepares a candidate on the fundamentals and the industry practices simultaneously.



The Faculty and Academic Commitment

You are in continuous rigour working with professors who are deeply engaged in research and consultancy and carry their research experience into the classroom. The team of faculty members at BIMTECH with experience in Indian and international educational and industry system, is devoted to high quality academic teaching.

The institute regularly contributes to the academic and industry researches, and faculties share the research and knowledge and inspire the industry on new ideas. For wider dissemination of knowledge among the business community and academia, the institute publishes three journals namely '**Journal of Insurance and Risk Management**', '**Business Perspectives**', and '**Indian Retail Review**' and a quarterly **BIMTECH Newsletter**. It also publishes an annual national report for insurance industry '**India Insurance Report**'.

Interaction with the industry leaders and experts from India and abroad is a regular feature for specialized seminars and lectures to the participants of the programmes here. The regular visit by the Alumni members for interaction gives continuous updates on economy, market and leadership practices.

International Collaborations:

The institute has developed a model for exchange of faculty and students to provide the best global practices and experiences to build global citizens with international perspectives.

Every year some of BIMTECH students join the partner universities which have student exchange programme with us for one term and gain international academic exposure and also explore international placements. Faculty of BIMTECH too visit foreign for the research and teaching purposes. The institute receives students and faculty from the partner universities for the academic and research activities.

For complete details, visit www.bimtech.ac.in/international

The main goal of CfR is to empower the participants with the cutting edge skills of retail, mapping the present and future global scenario. We have worked for long to develop this executive education for industry participants to enhance the domain knowledge and skill. The participants would have a leading position in the strategic activities on completion of the course due to its qualitative interaction with the professors and other experts.

Prof. A K Biswas
Chairperson, Centre for Retail

Philadelphia University

Started in the year 1884, Philadelphia University is located on a 100-acre park like campus in the city of Philadelphia, USA. It offers undergraduate, graduate and doctoral level programs in more than 40 areas of studies. Philadelphia University attracts students from over 46 states and more than 48 countries. Philadelphia University has successfully blended liberal arts and science with professional studies. School of Business Administration offers undergraduate and graduate programs in Accounting, Finance, International Business, Information Systems, Marketing, Management and Fashion Merchandising.

School of Textiles and Materials at Philadelphia University is a world-class center for learning and has made outstanding contribution to the American textile industry. Philadelphia University encourages both personal and intellectual growth. While outstanding teaching is central to its mission, the University also encourages research and professional practice as a basis for faculty and student development and as a service to industry and society.

Graduates have consistently excelled in textile, design, materials management and manufacturing. Today, Philadelphia University's alumni are global leaders in design, architecture, fashion, retail, business, **engineering**, health professions, textiles, materials technology and science.

<http://www.philau.edu/sba/>



"The retail program at BIMTECH is of high quality, offering executives from industry significant insight to the ever-changing and complex environment. The faculty delivering the program all have extensive experience in the field and expertise in the global arena."

Elizabeth L. Mariotz
Interim Dean
School of Business Administration
Philadelphia University



About Reliance World

Reliance World is a world-class nationwide chain of retail outlets for products and services of the Reliance—Anil Dhirubhai Ambani Group. It is designed to give the customer a delightful experience of the digital world of information, communication, entertainment and utility services.

All Reliance World outlets are connected to Reliance's countrywide optic fibre network. The Broadband Centre at Reliance World leverages this broadband network to offer Broadband Surfing, Online Gaming, Video Conferencing, Digital Electronic News Gathering, Digital Services, eLearning, Virtual Office and many more services.

Reliance World's Virtual Classroom platform, powered by a world-class Video Conferencing infrastructure, combines the advantages of distance learning with the efficacy of face-to-face interaction. The participants get to interact with professors just the way they would in a real classroom (which means they can see, hear and even ask questions!). Several premier educational institutes are successfully using this platform to expand the reach of their courses beyond campus-based programmes.

Currently, there are 242 Reliance World outlets across 105 cities in India and the network continues to expand to more locations and cities.

For more information on Reliance World, visit www.relianceworld.in

Note: If this content is used on websites, please ensure that our website address is properly linked.

Centre for Retail (CfR)

Since its inception in 2002, *Centre for Retail (CfR)* is an initiative to build a qualified working force and educate professionals to play a leading role in the retail growth in India. It strives to create a new generation of smart retail professionals of international calibre. The Centre aims at empowering students with the most modern techniques and practice of retailing, as seen and experienced around the globe. The approach to classroom education is interactive and based on the three principles of shared learning – Explore, Participate and Learn.

Besides academic excellence, the Centre has also evolved into a repository of composite knowledge on retail management. In fact, its considerably good resource bank has become a ready-reference for a sizeable section of the Indian retail industry. E-newsletters and journals, brought out by the Centre, on the business and evolution of retail are admired initiatives within the fraternity and outside.

Partnerships and Strategic collaborations

The institute has formed strategic alliances with a number of Retail companies in India to provide project work and support. To be able to invite best industry experts, lectures and seminars are planned regularly throughout the academic session. We have developed tie-ups with Indian as well as International retail institutions to provide access to the best resources available in retailing and merchandising.

- Academic Member of Franchisee Association of India
- Academic Member of Retailer Association of India
- National Retail Committee, FICCI
- ESC Rouen University, France
- Philadelphia University, USA

Industry Interface

Industry interaction in the form of Training, Management Development Programmes, Consulting, Seminars and Conferences and Recruitment of students have been the focus areas of the centre all through these years to understand industry needs and provide a skilled and professional manpower. Recruitment from the centre has been one of the most exciting in the campus with more than one offer to the participants of the programme. This was due to the industry interaction of the students and the choice of the experts visiting here.

Major Categories for recruitment of students passing out from BIMTECH's Retail department have been employed in Apparel Retailing, Food and Grocery Retailing,

Lifestyle Retailing, Supermarkets, Kids-wear, Books and Music, Automation products, Real Estate, Consulting and Furniture Retailing

Some of the companies that we have relations with for various activities:

Shoppers Stop	Bose	Ritu wears
Sahara Products	Corporation	Foodworld
Pantaloons	Pantaloons	LVHM
Café Coffee	Sports Station	Bharti Retail
Day	Royal Sporting	Reliance Retail
Trinethra	House	TrammellCrow
The Loft	Louis Vuitton	Meghraj
DLF	THS.	VIP Industries
BookCafe	Catwalk	Bombay Dyeing
Giny & Jony	Sabka Bazar	Siyaram
Vedha-	First	Industries
Automation	Franchising	Piramyd Retail
Godrej	Arora	PVR Cinema
Tata - Trent	Associates	Essel Group
Futurescape	Tommy Hilfiger	Titan Industries
Arvind Brands	Oxford Press	Foodworld

Executive Programme in Retail Management:

Retail industry is indicating one of the fastest growth in the country. There are many centres of education and training trying to meet the demands of the industry. BIMTECH being pioneer of full time retail education in the country, it has designed this programme for the executives who are working in the retail industry or who are in the industry and want to work in the retail sector.

The partner of this programme, Philadelphia University is one of the oldest universities in USA and of course the oldest centre of training and education in fashion, retail and merchandising. The university has been offering management degrees in various areas of retail, fashion and merchandising and has been organising its training around the world.

The 11 month management development programme **‘Executive Programme in Retail Management (EPRM)’** is a unique programme for those who are working professionals and want to hone their skills and enhance the managerial understanding with specific learning to retail industry. The programme has been designed keeping in view the current knowledge and skill set of the industry, to cater to the managerial requirement to develop the sector. We want to further the participation of BIMTECH in the industry and economic growth.

‘Executive Programme in Retail Management (EPRM)’

- A 11 months programme for executives development with a joint International Certificate
- Programme is offered by Birla Institute of Management Technology, pioneer of Retail education in India
- Philadelphia University is content and certificate partner
- Professors from India and USA will teach the course, Interaction with some of the best experts from academia and industry
- Programme designed to cater to the domain knowledge and skill development of a participant wanting a growing career in Retail sector
- Structured to meet the growing demand of retail professionals in India and Asia
- Complete interaction through the Video Conference partner Reliance (ADAG)
- 2 weeks course delivery in BIMTECH campus with all facilities and academic rigour

BIMTECH Campus Session:

- last term to be completed at BIMTECH campus - (2 weeks in May)
- Award of Certificate to be completed after the academic work
- Research project to be completed by regular contact of professor through mail
- Single room air-conditioned accommodation for all participants with internet connection in the room

Programme Structure:

This programme has been designed after a guided industry survey and lot of academic interactions with the professors. This has been drafted to cater to the professional needs of a retail organisation.

- Programme is offered in four terms
- Courses are structured in the relative value and sequencing of the offering
- Industry experts, Philadelphia and BIMTECH professors would jointly offer the programme
- A theory and case/practice based course design

Programme Courses	Terms
Introduction to Retail	Term I
Financial Management for Executives	
Sales & Distribution Management	
Merchandising Management	
Franchising Practices	Term II
Supply Chain Management	
Inventory & Logistics Management	
Organisation Behaviour	Term III
Mall Management	
Retail Store Management	
Research Project Synopsis Formulation	Project Work
Retail Communication & Promotion	Term IV
Visual Merchandising	
Customer Relationship Management	
Retail Risk & Loss Prevention	
E-tailing & Non-store E-tailing	
Research Project	Project Work

Note: A minor change is possible in courses offering depending on the demand of the industry.

Course Brief Description:

Introduction to Retail

These courses apprise you with the nature and scope of retailing, why retailing is undergoing much change today and explain the different methods used for the study and practice of retailing.

Sales & Distribution

This course enables you to comprehend retail life cycle, channel decision, factors in choice of distribution, role of intermediaries, sales planning and forecasting, analyse market and sales policy.



Financial Management for Executives

This course enables with practises involved in preparing merchandise budget, how a retailer uses accounting statements in controlling its merchandising activities. Also we discuss the accounting inventory system and pricing method available to value inventory.

Merchandising Management

This course enables an understanding of merchandising buying and planning processes, with particular emphasis on the elements involved in financial inventory management and gross margin. The course emphasizes the integration of financial aspects with merchandising procurement.

Franchising

This course enables you with various types of franchisees, operating procedures, insight into process and policies, operating capital.

Supply Chain Management

This course enables an understanding of the idea about supply chain management in contrast to conventional view of isolated functions and intends to describe the role of supply chain in improving Customer Satisfaction in retail industry. It further delves into the concepts and tools imperative for analyzing and designing and improving the supply chain in retail industry.

Inventory & Logistics Management

This course spells out various dimensions of retail logistics, costs and functions of inventory, transport cost structures and facilities cost – warehousing and operational & strategic objectives.

Organizational Behaviour

This enables you to learn the nature of organizations and managerial work, diversity & individual differences in organizational behaviour, process of setting up a retail organizational structure, ethics in retail, organizational structure formats in retail, human resource issues in retail.

Mall Management

Course is designed to put through the concept of Malls, understand commercial lease terms and components, maintenance management concept, and human resource planning for effective mall management.

Retail Store Management

This course spells out primary role of store, critical elements involved in creating a successful retail store, store planning, merchandise present and design, how to allocate store space to departments, product categories, storage space and customer space.

Retail Communication & Promotion

This course enables you with concept of selling SMARRTT objectives, communication models, concept of application of advertising, public relations & sales promotion ,

personal selling , retail promotion strategies, role and impact of publicity for the retail organization.

Visual Merchandising

Visual merchandising, the face of retail, is an increasingly important aspect in retailing. This course focuses on the creative presentation skills required for visual merchandising and the use of visual merchandising as a promotional tool for retailers.

Customer Relationship Management

This course enables you with various types of relationship marketing efforts; nature of customer service as part of relationship marketing efforts; nature and role of loyalty programme in building and maintaining relationship with customers; role of employees in building and maintaining customer relationships.

Retail Risk & Loss Prevention

This course spells out retail category of various forms of thefts, risk of damage, security cost, dealing with thefts, retail loss prevention.

E-tailing and Non-store E -tailing

This course addresses the retailing aspects in electronic and online setting and embraces topics including promotional issues, target market assessment, building a customer base, site design, order tracking and shipping and privacy and security concerns.

Programme Features:

Who Should Join This:

- executives working in the retail sector
- executives working in the other sectors and having similar profile in industry
- working experts who desire to make a career in the retail industry
- participants from other walks who want to enhance domain knowledge

Programme Fees:

Total Fees for Programme: Rs. 1,30,000

This is to be paid in two instalments as declared after the admission to the candidates.

Admission Eligibility:

- Graduate in any discipline
- Industry experience of minimum 2 years

Selection Process:

- Group Discussion
- Interview (Virtual)
- Result declaration


Contact Office:

Prof. Shalini Srivastava
Programme Coordinator

For all details related to admission to the programme:

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Admission Office

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