M.B.A.
RETAIL MANAGEMENT
2016-18

www.uiams.puchd.ac.in
India is considered to be the fifth largest preferred retail destination globally and the retail industry is one of the fastest growing industries in the world. India, with its flexible Foreign Direct Investment schemes has created an encouraging atmosphere for multi-national retail giants to enter into our country. Retail sector will expand undoubtedly and will become a Rs.240 trillion industry by 2020. In coming 5-10 years a total number of 10 – 48 million job opportunities will be available in the retail industry.

The MBA Retail Management programme at UIAMS is a two-year full time course which focuses on to provide the retail industry with proficient and knowledgeable future managers who could contribute efficaciously towards the growth of the retail industry. UIAMS is constantly thriving to equip its students with best practices being followed in the industry to create a future generation of retail professionals.

The course being taught to the students here involves an in-depth study of the foremost management practices being followed in the industry. Interactive sessions by prominent retail managers continuously inspire our students to become leaders of tomorrow with a very pragmatic approach to the corporate retail world.

Eligibility Criterion for admission
- A Bachelor’s or Master Degree in any discipline of Panjab University or of any other university recognized by Panjab University as equivalent thereto with at least 50% marks in aggregate.
- Pass in final examination of the Institute of Chartered Accountants of India or the Institute of Cost and Works Accountants of India or the Institute of Company Secretaries of India.
- Diploma in Marketing Management with not less than 60% marks in the aggregate, provided the candidate holds a Bachelor’s degree.
COURSE STRUCTURE

SEMMESTER 1
• Principles and Practices of Management
• Managerial Economics
• Accounting for Management
• Business Statistics
• Organizational Behaviour
• Legal and Ethical Aspects of Business
• Workshop on Information Technology and Systems
• Workshop on Soft Skills

SEMMESTER 2
• Business Environment
• Financial Management
• Principles of Marketing
• Human Resource Management
• Workshop on Management Information Systems
• Seminar on Research Methodology
• Sectoral 1 - Introduction to Retailing
• Sectoral 2 - Product & Brand Management
• Summer Training & Viva-Voce
• Comprehensive Viva-Voce

SEMMESTER 3
• Project Planning and Analysis
• Sectoral 3 - Customer Relationship Management
• Sectoral 4 - Franchising Management
• Sectoral 5 - Visual Merchandising
• Specialization subject – I
• Specialization subject – II
• Specialization subject – III
• Specialization subject – IV

SEMMESTER 4
• Strategic Management
• Seminar on Corporate Governance
• Workshop on Developing Entrepreneurial Skills
• Operations Research & Total Quality Management
• Research Project
• Comprehensive Viva-Voce
• Sectoral 6 - Advanced Supply Chain Management
• Sectoral 7 - Marketing of Services
• Sectoral 8 - Marketing Strategies & Management
• Specialization subject – I
• Specialization subject – II
### FUNCTIONAL SPECIALIZATION GROUPS

**MARKETING**

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<td>1. Industrial &amp; Rural Marketing</td>
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<td>2. Advertising &amp; Sales Management</td>
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**FINANCE**

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<td>1. Investment Analysis of Retail Industry</td>
<td>1. International Financial Management</td>
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<td>3. Financial Engineering &amp; its Applications in Retail Industry</td>
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<td>4. Mergers, Acquisitions &amp; Corporate Restructuring in Retail Industry</td>
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**HUMAN RESOURCE MANAGEMENT**

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<td>1. Industrial Relations &amp; Labour Welfare in Retail Industry</td>
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<td>2. Organizational Development &amp; its Applicability in Retail Industry</td>
<td>2. Training &amp; Development with Special Reference to Retail Industry</td>
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<td>3. Labour Laws with Special Reference to Retail Industry</td>
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<td>4. Performance Management</td>
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**OPERATIONS MANAGEMENT**

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<th>SEMESTER 3</th>
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<td>1. Supply Chain Management</td>
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<td>2. Business Process Re-engineering &amp; its Applications in Retail Industry</td>
<td>2. Productivity Management</td>
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<td>3. Advanced Production Management</td>
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<tr>
<td>4. Management of Technology &amp; Innovation in Retail Industry</td>
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</tbody>
</table>
AAKASH PHUTELA
Degree: B.COM.
Specialization: MARKETING
Summer Internship Project: CLEAN TECHNOLOGY
Company Name: FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY (FICCI)

AASHNA ARORA
Degree: B.COM.
Specialization: FINANCE
Summer Internship Project: SALES CHANNEL MANAGEMENT
Company Name: ZIAMA FASHION PVT. LTD.

ABHISHEK CHHABRA
Degree: B.COM.
Specialization: MARKETING
Summer Internship Project: MARKETING RESEARCH AND BRAND PROMOTIONS
Company Name: HT MEDIA LTD

ADITYA TEWARI
Degree: B.A.
Specialization: MARKETING
Summer Internship Project: MARKET RESEARCH AND CONSUMER BEHAVIOUR
Company Name: OYSTERCONNECT

AKHIL VERMA
Degree: B.COM.
Specialization: FINANCE
Summer Internship Project: INITIATIVE TO GROW SALTY SNACKS IN PUNJAB REGION
Company Name: WALMART INDIA PVT. LTD.

ANJANI SAH
Degree: B.COM.
Specialization: FINANCE
Summer Internship Project: RETAIL BANKING AND ONLINE BANKING OF AXIS BANK
Company Name: AXIS BANK LTD.
Work Exp: Pacific Ads- Accounts Assistant- 11 months, Best Money & Travel Services P L- Executive-Accounts- 26 months, Shri Sidhivinayak Overseas Pvt. Ltd.- Accounts Executive - 3.5 months.

ARSHDEEP KAUR
Degree: B.COM.
Specialization: FINANCE
Summer Internship Project: COMPARATIVE ANALYSIS OF VARIOUS INVESTMENT AVENUES
Company Name: AXIS BANK LTD.

AYUSHI KAMAL
Degree: B.COM.
Specialization: HR
Summer Internship Project: AWARENESS AND CUSTOMER PERCEPTION ON MUTUAL FUNDS
Company Name: NJ WEALTH
CHARANJOT SINGH  
Degree: B.C.A.  
Specialization: MARKETING  
Summer Internship Project: DEPLOYMENT AND SALES  
Company Name: ZOMATO

CHIRANJEEV SINGH  
Degree: B.A.  
Specialization: MARKETING  
Summer Internship Project: MARKETING STRATEGIES AND CUSTOMER RELATIONS  
Company Name: BERKELY MERCEDES BENZ

DEEPSHI WADHWANI  
Degree: B.COM.  
Specialization: MARKETING  
Summer Internship Project: MARKETING AND MANAGEMENT TECHNIQUES IN A RETAIL STORE  
Company Name: BESTSELLER RETAIL INDIA PVT. LTD.

GAGANDEEP KAUR  
Degree: B.B.A.  
Specialization: HR  
Summer Internship Project: IMPACT OF VISUAL MERCHANDISING ON SALES  
Company Name: DECATHLON

GAURAV GUPTA  
Degree: B.B.A.  
Specialization: MARKETING  
Summer Internship Project: MARKET MAPPING  
Company Name: GODREJ AND BOYCE MFG.CO.LTD

GURSIMARPREET SINGH  
Degree: B.COM.  
Specialization: MARKETING  
Summer Internship Project: A STUDY ON BUILDING BRAND ASSOCIATIONS AND PARTNERSHIPS VIA KEY MARKETING INITIATIVES  
Company Name: OYSTERCONNECT

HITESH SAHNI  
Degree: B.COM.  
Specialization: MARKETING  
Summer Internship Project: A STUDY ON DIRECT MARKETING AND SALES FOR CLIENTS  
Company Name: TRIPADVISOR

JAGRITI  
Degree: B.SC. (HONS.)  
Specialization: MARKETING  
Summer Internship Project: PUBLIC HEALTH AND MEDICAL TOURISM IN INDIA  
Company Name: FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY (FICCI)
JASDEEP SINGH BAINS
Degree: B.TECH. (ECE)
Specialization: MARKETING
Summer Internship Project: ANALYSIS OF COMPETITOR CONTRACTORS AND ANALYSIS OF LOYALTY SCHEMES GIVEN TO CONTRACTORS
Company Name: SIRCA WOOD COATINGS ITALY

JITHESH
Degree: B.COM.
Specialization: MARKETING
Summer Internship Project: MEDIA & ENTERTAINMENT INDUSTRY
Company Name: FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY (FICCI)

JYOTI DHIMAN
Degree: B.B.A.
Specialization: MARKETING
Summer Internship Project: EXCHANGE POLICY OF PANTALOONS
Company Name: PANTALOONS FASHION AND RETAIL LTD.

KARAN CHAUDHARY
Degree: B.TECH. (ECE)
Specialization: FINANCE
Summer Internship Project: MARKET DYNAMICS IN RETAIL SECTOR
Company Name: DECATHLON

MANJU BHATIA
Degree: B.SC. (NON-MED.)
Specialization: MARKETING
Summer Internship Project: IMPACT OF VISUAL MERCHANDISING ON CONSUMERS' BUYING BEHAVIOR
Company Name: DECATHLON

MANPREET KAUR
Degree: B.COM.
Specialization: FINANCE
Summer Internship Project: DIGITAL BANKING
Company Name: AXIS BANK LTD.

NAVDEEP SINGH MANN
Degree: B.SC. (IT)
Specialization: MARKETING
Summer Internship Project: LIFE INSURANCE SEGMENT OF THE PRIVATE INSURANCE COMPANY
Company Name: BHARTI AXA LIFE INSURANCE

NAVNEET SONKAR
Degree: B.B.A.
Specialization: FINANCE
Summer Internship Project: MARKET MAPPING
Company Name: GODREJ AND BOYCE MFG. CO. LTD.
NEELAM KUMARI
Degree: B.COM.
Specialization: HR
Summer Internship Project: COMPARATIVE ANALYSIS OF AXIS BANK WITH ITS COMPETITORS, MARKETING STRATEGY AND HUMAN RESOURCE MANAGEMENT
Company Name: AXIS BANK LTD.

NEHA DEVI
Degree: B.COM.
Specialization: MARKETING
Summer Internship Project: CONSUMER BEHAVIOUR TOWARDS PANTALOONS
Company Name: PANTALOONS FASHION AND RETAIL LTD.

PARUL
Degree: B.COM.
Specialization: FINANCE
Summer Internship Project: PRODUCT PENETRATION AND DIGITALIZATION
Company Name: HDFC BANK LTD.

RAJAT GUPTA
Degree: B.COM.(HONS.)
Specialization: FINANCE
Summer Internship Project: CREDIT RATING AND WORKING CAPITAL
Company Name: KOTAK MAHINDRA BANK

RIDHIMA GUPTA
Degree: B.SC. (CSE)
Specialization: MARKETING
Summer Internship Project: TO EVALUATE WAREHOUSE STOCK CONTROL MANAGEMENT
Company Name: GODREJ AND BOYCE MFG. CO. LTD.

SACHIT KHANNA
Degree: B.COM.
Specialization: MARKETING
Summer Internship Project: PRODUCT PENETRATION AND DIGITALIZATION
Company Name: HDFC BANK LTD.

SAJAL SINGHAL
Degree: B.COM.
Specialization: MARKETING
Summer Internship Project: SKILL CARD IMPLEMENTATION
Company Name: MAHLE FILTER SYSTEM INDIA PVT. LTD.

SANIL MACHAL
Degree: B.E. (CSE)
Specialization: MARKETING
Summer Internship Project: VISUAL MERCHANDISING IN RETAIL (VERO MODA)

SACHIT KHANNA
Degree: B.COM.
Specialization: MARKETING
Summer Internship Project: PRODUCT PENETRATION AND DIGITALIZATION
Company Name: HDFC BANK LTD.
SEHRAB SINGH BENIPAL
Degree: B.TECH. (M.E.)
Specialization: MARKETING
Summer Internship Project: CONSUMER BEHAVIOUR
Company Name: MARUTI SUZUKI

SHAHBAZ BHULLAR
Degree: B.B.A.
Specialization: MARKETING
Summer Internship Project: CUSTOMER SATISFACTION
Company Name: VODAFONE INDIA LTD.

SHILPA SWAMI
Degree: B.TECH. (EE)
Specialization: MARKETING
Summer Internship Project: EFFECTIVESS OF VISUAL MERCHANDISING
Company Name: WILLS LIFESTYLE(ITC)

SIMRAT KAUR GILL
Degree: B.TECH. (IT)
Specialization: HR
Summer Internship Project: ENHANCING THE ONBOARDING EXPERIENCE OF NEW EMPLOYEES OF BHARTI AIRTEL
Company Name: BHARTI AIRTEL

SUNREET KAUR
Degree: B.C.A.
Specialization: MARKETING
Summer Internship Project: STUDYING THE PRACTICES OF HR USING IT TOOLS
Company Name: ADIDAS INDIA MARKETING PVT. LTD.

SYED ABUL MAAB AHMAD
Degree: B.SC. (BIOTECH.)
Specialization: MARKETING
Summer Internship Project: FUNDING IN RENEWABLE ENERGY SECTOR IN INDIA
Company Name: FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY (FICCI)

TANIA GARG
Degree: B.COM.
Specialization: FINANCE
Summer Internship Project: RETAIL LIABILITY PRODUCTS OF AXIS BANK
Company Name: AXIS BANK

TARUN KUMAR
Degree: B.B.A.
Specialization: FINANCE
Summer Internship Project: INVENTORY CONTROL MANAGEMENT
Company Name: NATIONAL FERTILIZER LTD.
TUSHAR BEHARI  
Degree: B.B.A.  
Specialization: MARKETING  
Summer Internship Project: STUDY ON CUSTOMER SATISFACTION  
Company Name: VODAFONE INDIA LTD.

UMANSHIV TANDON  
Degree: B.COM. (HONS.)  
Specialization: FINANCE  
Summer Internship Project: CREDIT APPRAISAL SYSTEM AND FACILITIES OFFERED TO SME’S  
Company Name: INDUSIND BANK

VIDULA  
Degree: B.COM.  
Specialization: HR  
Summer Internship Project: IMPACT OF STORE OPERATION MANAGEMENT AND VISUAL MERCHANDISING ON SALES  
Company Name: BESTSELLER [ JACK N JONES ]

VIDUL KAPILA  
Degree: B.COM.  
Specialization: FINANCE  
Summer Internship Project: INVENTORY AUDIT  
Company Name: NESTLE INDIA LIMITED

VIVEK SHARMA  
Degree: B.A. (HONS.)  
Specialization: OPERATIONS  
Summer Internship Project: STUDY OF SALES AND CHANNEL MANAGEMENT PROCESS  
Company Name: GODREJ AND BOYCE MFG. CO. LTD.  
Work Exp: Army (28 years)

ZEEANIA SHARMA  
Degree: B.B.A.  
Specialization: MARKETING  
Summer Internship Project: VISUAL MERCHANDISING AND LOYALTY PROGRAMMES  
Company Name: RECKITT BENCKISER