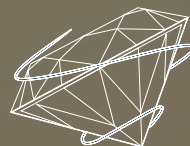




RETAIL MANAGEMENT



UIAMS

University Institute of Applied
Management Sciences



COURSE STRUCTURE

SEMESTER 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

SEMESTER 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

SEMESTER 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

SEMESTER 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

SEMESTER 3

1. Market Research & Consumer Behavior
2. Advertising & Sales Management
3. International Marketing
4. Internet Marketing

SEMESTER 4

1. Industrial & Rural Marketing
2. Integrated Marketing Communications

FINANCE

SEMESTER 3

1. Investment Analysis of Retail Industry
2. Strategic Cost Management
3. Financial Engineering & its Applications in Retail Industry
4. Mergers, Acquisitions & Corporate Restructuring in Retail Industry

SEMESTER 4

1. International Financial Management
2. Management of Financial Services

HUMAN RESOURCE MANAGEMENT

SEMESTER 3

1. International Human Resource Management
2. Organizational Development & its Applicability in Retail Industry
3. Labour Laws with Special Reference to Retail Industry
4. Performance Management

SEMESTER 4

1. Industrial Relations & Labour Welfare in Retail Industry
2. Training & Development with Special Reference to Retail Industry

OPERATIONS MANAGEMENT

SEMESTER 3

1. Supply Chain Management
2. Business Process Re-engineering & its Applications in Retail Industry
3. Advanced Production Management
4. Management Of Technology & Innovation in Retail Industry

SEMESTER 4

1. Enterprise Resource Planning in Retail Industry
2. Productivity Management



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.

MBA- RETAIL MANAGEMENT

EDUCATIONAL BACKGROUND

B. TECH./B.E.

NO. OF STUDENTS : 6



B.B.A.

NO. OF STUDENTS : 8



B.COM.

NO. OF STUDENTS : 20



B.A.

NO. OF STUDENTS : 3



B.C.A.

NO. OF STUDENTS : 2

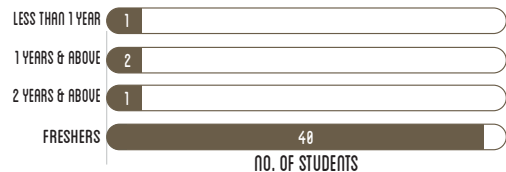


B.S.C.

NO. OF STUDENTS : 5



WORK EXPERIENCE



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.



STUDENT PROFILE



AKASH AGGARWAL
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERSHIP PROJECT-
Formulation of advertising campaign strategies
for Aditya Birla Sun Life Insurance

COMPANY- Aditya Birla Capital

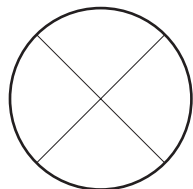


AKASHDEEP
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Marketing

SUMMER INTERSHIP PROJECT-
Applicability of AR VR MR in emerging
Digital World

COMPANY- Kompanions



ANKIT KHANDELWAL
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERSHIP PROJECT- A Study Of Customer
Satisfaction in the context of A Solar Energy
Based Firm

COMPANY- Geo Power Energy



ASHISH KUMAR
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERSHIP PROJECT-
Understanding shopper behavior and
Evaluation of customer experience at
Select stores of Reliance Retail

COMPANY- Reliance Retail

WORK EXPERIENCE- Ajanta Pharma Ltd,
Sales Officer



BHARAT KUMAR
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERSHIP PROJECT-
Formulation of advertising campaign strategies
for Aditya Birla Sun Life Insurance

COMPANY- Aditya Birla Capital



BHAVANDEEP SINGH
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERSHIP PROJECT-
Customer satisfaction study

COMPANY- AXIS Bank Ltd



CHANCHAL SAINI
MASTER OF SCIENCE (HONS. SCHOOL) ZOOLOGY

SPECIALIZATION- Marketing

SUMMER INTERSHIP PROJECT-
Understanding shopper behaviour and evaluation of
customer experience at select stores of Reliance Retail

COMPANY- Reliance Retail



CHARUL SHARMA
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERSHIP PROJECT-
A comparative analysis of the Manufacturing
and Service sector of India

COMPANY- Ministry of Corporate Affairs

WORK EXPERIENCE- Core Thinkers Consulting,
Research Executive (12 Months)



STUDENT PROFILE



EKTA JAIN
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Brand image study

COMPANY- Alstrong India



GURLEEN KAUR
MASTER OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
Affordable Housing in India

COMPANY- HDFC Ltd



GURLEEN SINGH SIAN
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Marketing and sales analysis of Ambuja Cement
under the dealership of New Jaspal Rolling
Shutters and Traders

COMPANY- Ambuja Cement



HAMEN SHARMA
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Segmentation and Penetration

COMPANY- HDFC Bank



JATIN KANWAR
BACHELORS OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Applicability of augmented and virtual
Reality in the emerging Digital world

COMPANY- Kompanions



JAYANTI
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Social media marketing strategies for
next 3 months

COMPANY- Snapdeal



JYOTI THAKUR
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Understanding shoppers behaviour at Reliance
Store in Chd-Mohali

COMPANY- Reliance Retail

WORK EXPERIENCE- E-shop Box E-commerce Pvt. Ltd.
Business Analyst (8 Months)



HANNUPRIYA RAGHUVANSHI
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Investors opinion about investment
in SBI Mutual Funds

COMPANY- SBI Mutual Funds



STUDENT PROFILE



KARAN SHUKLA
BACHELOR F BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Rural Housing Finance

COMPANY- HDFC Ltd



KAURTAQ SINGH CHEEMA
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Understanding customer behaviour and
Evaluation of customer experience at
Selected stores of Reliance Retail

COMPANY- Reliance Retail



KOMAL PREET HAUR
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
Recruiting process in Chawla Publications

COMPANY- Chawla Publications



LOUPREET HAUR
BACHELOR OF SCIENCE

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
To study impact of work practices on work
motivation and job satisfaction

COMPANY- Ind Swift Labs Limited



MANJOT SINGH
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
New to bank- customer acquisition

COMPANY- HDFC Bank



MOHIT BAGGA
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Product Innovation

COMPANY- Moldip Industries

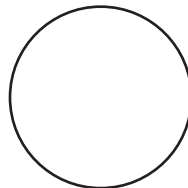


NIMRATJIT SINGH RANDHAWA
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Understanding shopper behaviour and
Evaluation of customer experience at
Select stores of Reliance Retail

COMPANY- Reliance Retail



NISHCHAL GULATI
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
A study on perception and satisfaction
towards Automobile Financing in Tricity
(for customers of Mercedes Benz)

COMPANY- Mercedes Benz, Joshi Autozone



MBA- RETAIL MANAGEMENT



NISHU BHATIA
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
Study of job satisfaction among the employees

COMPANY- Mahindra Finance



PALAK
BACHELOR OF COMMERCE

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
Study and analysis of SBI Mutual Funds

COMPANY- SBI Mutual Fund



PRABHDEEP SINGH
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Customer satisfaction in Aditya
Birla Sun Life Insurance

COMPANY- Aditya Birla Capital



PRABHJOT
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Marketing research and Campaign
Strategies for Aditya Birla Sun life Insurance

COMPANY- Aditya Birla Capital



PRACHI RAO
BACHELOR OF HOTEL MANAGEMENT

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
Recruitment and selection process

COMPANY- Pioneer Sales And Marketing

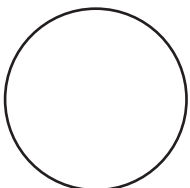


RADHIKA BUDHIRAJA
BACHELORS OF BUSINESS ADMINISTRATION

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
Recruitment at ATS Tricity

COMPANY- ATS Tricity



RAJAT SHARMA
BACHELOR OF TECHNOLOGY

SPECIALIZATION - Marketing

SUMMER INTERNSHIP PROJECT-
Search Engine Optimization in Online Marketing

COMPANY- Websetters



RISHI SHARMA
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Retail buying behaviour under loyalty Program
Of HPCL through Customer Relationship
Management

COMPANY- HPCL



STUDENT PROFILE



RITIKA
BACHELORS IN JOURNALISM AND MASS COMMUNICATION

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
New employee onboarding process and analysis

COMPANY- Nextgen Computers



RIYA MITTAL
BACHELOR OF COMMERCE

SPECIALIZATION - Human Resource Management

SUMMER INTERNSHIP PROJECT -
Swot analysis of customer services of HDFC Bank

COMPANY - HDFC Bank



SAHIL TULI
MASTER OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
Establishing a strong Digital Footprint

COMPANY- HDFC Bank

WORK EXPERIENCE : Ernst And Young,
Audit Associate (25 Months)



SHEETAL THAKUR
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
Understanding shopper behavior and
Evaluation of customer experience
at select stores of Reliance Retail

COMPANY- Reliance Retail Ltd.



SHIVANI JAINWAL
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
Understanding shopper behavior and evaluation
of customer experience at selected store of
Reliance Retail

COMPANY- Reliance Retail



SHREYA MAHAJAN
BACHELOR OF COMMERCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Comparative analysis of HDFC Ltd. with
other Home Loan providing institutions

COMPANY- HDFC Ltd.



SUMIT SHARMA
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Corporate branding in Digital Age

COMPANY- Netsmartz



SURANSHEE GUPTA
MASTER OF ARTS (ECONOMIC HONORS)

SPECIALIZATION- Human Resource Management

SUMMER INTERNSHIP PROJECT-
Importance of rebranding for Jammu and Kashmir
State Handloom Development Corp.

COMPANY- Jammu And Kashmir State
Handloom Development Corporation Ltd.



MBA- RETAIL MANAGEMENT



TANVI WALIA
BACHELOR OF COMMERCE

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
Consumer buying behavior and
Customer Satisfaction.

COMPANY- Reliance Retail



TARANJEET SINGH
BACHELOR OF BUSINESS ADMINISTRATION

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Development of plastic products at
Moldip Industries

COMPANY- Moldip Industries



VIVEK MALIK
BACHELOR OF TECHNOLOGY

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Establishing a strong digital footprint

COMPANY- HDFC Bank



YASH KUMAR
BACHELOR OF HOTEL MANAGEMENT

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Importance of digital marketing for
Pioneer Sales and Marketing Pvt. Ltd

COMPANY- Pioneer Sales And Marketing Pvt. Ltd



MBA- RETAIL MANAGEMENT



RETAIL MANAGEMENT



Contact:

Dr. Amandeep Singh Marwaha

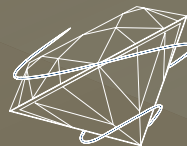
Training-cum-Placement Officer

Mobile: +91 921.641.1414

E-mail: placements.uiams@pu.ac.in

UIAMS

Sector 25, South Campus,
Panjab University,
Chandigarh 160014 - India
www.uiams.puchd.ac.in



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