

COURSE
ON
RETAIL MANAGEMENT

APPROVAL IN GB MEETING HELD ON JULY 19, 2007

LADY IRWIN COLLEGE NEW DELHI

GOVERNING BODY

Minutes

of the Meeting held on July 19, 2007 at 10.00 a.m.

A meeting of the Governing Body of Lady Irwin College was held on Thursday, July 19, 2007 at 10.00 a.m. in the office of the Director, Lady Irwin College.

The following members were present:

Professor Abad Ahmad	Chairman
Ms. Rashmi Paliwal	Treasurer
Mr. B.S. Duggal	Member
Ms. Anita Saran	Member
Professor Jayalakshmi Indiresan	Member
Mr. Riaz Umar	Member
Dr. S.K. Agnihotri	Member
Dr. Girish Choudhary	Teachers' Representative
Dr. Neena Bhatia	Teachers' Representative
Dr. Anupa Siddhu	Director & Member-Secretary

Dr. C.S. Pandav, Dr. Prema Ramachandran and Ms. Veena Singh sent their apologies.

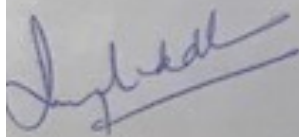
1. **Minutes of the G.B. Meeting held on 18th June 2007.**


(a) The Minutes of the GB meeting held on 18.06.2007 were read and confirmed.

(b) Matters arising:

* Retail Management Certificate Course was approved with two suggestions: Proficiency in English Language; and Awareness of Computers should be stated in the 'eligibility criteria' for admission to the above course.

* The Governing Body was informed of the DU approval for 5th new M. Sc. Course. The G.B. suggested that a Resolution from the G.B. asking for additional teachers and maintenance grant from the UGC should be sent to the U.G.C.







2.

Further copies of the report of the meeting of the governing body and the staff were distributed to the members of the governing body and the staff. The members of the governing body and the staff were also informed of the meeting of the governing body and the staff.
3.

Dr. Girish Choudhary and Dr. Anupam Singh, the two new Teachers' Representatives, were introduced to the Board and the staff members were introduced to the Teachers' Representatives.
4.

Further copies of the report of the meeting of the governing body and the staff were distributed to the members of the governing body and the staff. The members of the governing body and the staff were also informed of the meeting of the governing body and the staff.

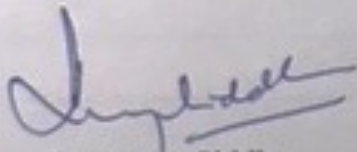
The governing body noted that the staff members of the college should be transferred to the governing body and the staff members of the college should be transferred to the governing body. The governing body and the staff members of the college should be transferred to the governing body and the staff members of the college should be transferred to the governing body.

The Alumni of the college are a great asset to the college. They are well educated and have a good knowledge of the college. They are also well known in the community. The governing body and the staff members of the college should be transferred to the governing body and the staff members of the college should be transferred to the governing body.

5.

Summary of College Examination Results and Admissions was presented. The members suggested to give a written report.


The meeting came to an end with a vote of thanks to the Chair.



Dr. Anupam Singh
Director & Member-Secretary


Chairperson
Governing Body
Lady Thero College
Sikandra Road, New Delhi







PLATINUM JUBILEE INTERNATIONAL CONFERENCE OCTOBER 4-6, 2007

EPIGENESIS

EMPOWERMENT FOR EXCELLENCE IN HOME SCIENCE

NOTING ON CERTIFICATE COURSE IN RETAIL MANAGEMENT

The department is poised to begin certificate course in collaboration with Times Business Solutions on **Certificate Course In Retail Management** in July 2007. The main **objective** of the certificate course is to understand the manpower shortfalls in the industry and to initiate an effective interface with the industry so that the resources invested in manpower training could be conserved. This endeavour would also help not only to provide trained manpower to retail industry but also equip the students with specific competencies to face the challenges in the job market. The course would be offered in four modules of approximately 12 weeks each (approx. 40 sessions or 80 hours per module). Each module would be independent of each other as it would provide specific skill set in that particular area. However, all four together would enrich the competency base in retail management. This flexibility would be available to the students for whether to one module or more or all. A student taking one module would be given a certificate including that particular title. If a student takes all the four modules, an additional certificate specifying competence in Retail Management would be awarded. Depending on the requirement students would upgrade their skills in desired module. A focused approach to these areas would help to cater industry needs.

Module 1 - Retail Space Management

(Space Design; Inventory Management; Customer management; Footfall Management)

Module 2 - Facilities management

(Logistics and inventory management; Facilities management and maintenance)

Module 3 - Customer relationship management

(Market segmentation; Customer Strategies and management; Team work and Customer partnership; Value Assessment; Customer Retention and Loyalty; Reviewing I industry channel structure; Marketing communication; Managing Data; Establishing CRM performance monitoring)

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Module 4 – Branding

(Creating a brand; Communicating to relevant segment; Aligning brand to customer experience; Using tools to enhance brand value; Retail Space design)

Preamble to the Certificate Course in Retail Management

There is a growing demand for manpower in this sector. As per RAI statistics India is currently the ninth largest retail market in the world. Indian retailing is clearly at a tipping point due to its vast middle class, changing lifestyles, strong income growth, favourable demographic patterns. Growth of organised retailing is estimated at 40 per cent (CAGR) over the next few years. The Retail Association of India (RAI), which represents the country's Rs.900 billion organised retail sector, estimates that the current personnel requirement at the front-end alone is about 1.25 million. It will go up to 3.25 million by 2008-09. According to RAI, the total employee base in the organized retail sector currently is one million and it expects that the current initiatives will produce another 1 to 1.5million trained manpower by 2008. The modern retail in India would require more than 5lakhs retail-ready employees for the retail ventures coming up in the next one year. Since the malls and supermarkets are all set to work in shifts, if they are allowed to operate 24/7, it will also result in creation of more employment opportunities in the retail sector. The benefit of this growth is that it would create employment at the local level.

LIC faculty is competent to offer these courses as they are part of their course curriculum.

Thrust areas in the curriculum include -

- Management of individual and shared resources for sustainable development
- Design of spaces, products, and events
- Facilities management
- Consumer studies and market research
- Training and development
- Entrepreneurship development

Roadmap: Executing the Course

- LIC in-house faculty is competent to transact part of the curriculum as these disciplines are integral part of the curriculum

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- Industry partnership extremely significant to supplement the course with industry inputs (best retailers to bridge demand-supply gaps)
- What differentiates this course from other Retail courses is that this course is totally customized to industry requirements
- TBS collaboration would help to interface with the industry

Target Audience

- **Category I:** LIC graduates (UG as well as PG)
- **Category II:** DU graduates - 1 year course
- **Category III:** Retail professionals (to sharpen specific skills)
- **Category IV:** Retail professionals / allied fields like, hospitality / ITES could switch over to this branded course
- **Category V:** Customized courses for industry on demand

Fees Structure

- **Category I:** Rs.8000/- per module of 40 sessions each
- **Category II:** Rs.10,000/- per module of 40 sessions each
- **Category III & IV:** Rs.12,000/- per module of 40 sessions each
- **Category V:** To be decided as per module and duration selected

Applications were invited on plain paper. The notice was put up on the 10th May 2007 – an overwhelming response was obtained within a week's time. 24 students have applied till so far. Many more enquiries are being received from students outside the college as well – across DU. We are waiting for the approval from GB so that more write ups about this course could be encouraged.

Special Attraction: TBS will offer Times Jobs Resume Zapping Services to the students

To expedite the execution of the course as preliminary update a RETAIL ROUND TABLE DISCUSSION was organized on 5th May 2007 from 9:30 am to 1:30 pm at Auditorium, 7th Floor, Times Internet Limited, I World Tower , Opposite DLF Golf Course, DLF Phase V, Gurgaon. Topic for discussion was Manpower requirements for the Retail Industry.

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Objective of the retail round table discussion was to throw up suggestions on what should be the structure of the curriculum, whom should it be addressed to, what duration should it be, at what level will the students gain entry into the industry, whom should the course be targeted at, what should be the size of the classes etc.

Assessment Criteria

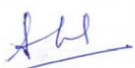
Total 100 marks

Students' performance would be evaluated through the gain in knowledge and participation in the programme. Following ways would be used to assess their performance in each course.

- **Class Interactions** – 35 marks
- **Case Profiles** and reporting – 25 marks
- **Internship in industry** (written report and presentation) - 25 marks
- **Regularity and attendance** - 15 marks
 - 65 – 69% - 3 marks
 - 70 – 74% - 6 marks
 - 75 – 89% - 9 marks
 - 80 – 84% - 12 marks
 - 85% and more - 15 marks


Students with lower than 65% attendance will not be given the certificate of participation. There would be no industry placement for those students with attendance lower than 65%.

Course Coordinator



Dr. Sushma Goel,
Associate Professor,
Retail Management Course Coordinator,
Department of Resource Management & Design Application,
Lady Irwin College,
Delhi University.

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Course in Retail Management

BUDGET - 2012

Duration of the course: 70 hours class room instruction
2 hours each x 30 sessions = 70 hours
Total: 70 Hours

Cost of Course: Rs. 6000 per Students
Rs. 6000 x 25 Students
Total: Rs. 1,50,000

Money to be disbursed to Retail Management course = Rs. 1,30,000
College Share (@ 10%) = Rs. 15,000
Certificate & other Misc = RS. 5,000
Certificate will be given if attendance is more than 65%

BUDGET - 2017

Duration of the course: 70 hours class room instruction
2 hours each x 30 sessions = 70 hours
Total: 70 Hours

Cost of Course: Rs. 7000 per Students
Rs. 7000 x 25 Students
Total: Rs. 1,75,000

Money to be disbursed to Retail Management course = Rs. 1,52,500
College Share (@ 10%) = Rs. 17,500
Certificate & other Misc = RS. 5,000
Certificate will be given if attendance is more than 65%

Course Content:

Module I: Basics of Retail Management
Module II: Retail Space & Facilities Management
Module III: Customer Relation Management
Module IV: Brand Management




List of Students enrolled in the Course (2015-16)

1. SHIKHA BEDI
2. HIMANI SINGHAL
3. SHWETA PRAJAPATI
4. MANISHA
5. PUNITA BHATTI
6. SHIPRA KRISHAN
7. MANSI BAJAJ
8. ARSHIYA
9. PPREETI BISHT
10. RICHA BISHT
11. KANIKA KAKKAR
12. SAKSHI KALRA
13. RICHA SALUJA
14. SRISHTI CHUGH
15. MADHURI
16. RASHMI
17. Nishtha
18. Nidhi
19. Neha
20. RICHA SALUJA

Total Number of Students Enrolled in the Course

Sno	MODULE	No. of Students Enrolled
I	Basics of Retail Management	49
II	Retail Space & Facilities Management	50
III	Customer Relation Management	61
IV	Brand Management	47
	Total Students in Retail Management Course	203
	No. of Students Completing 4 Modules	30



Letter – TBSL

TIMESBUSINESS
SOLUTIONS

June 6, 2007

Dr. Sushma Goel
Reader & Course Coordinator
Community Resource Management & Extension
Lady Irwin College
Sikandra Road
New Delhi – 110001.

Dear Dr. Goel,

It was delightful to meet you and organise the TimesJobs.com Leadership Forum on the Indian Retail Industry, with Lady Irwin College.

We look forward to the launch of the Certificate Course in Retail Management by Lady Irwin College, and rest assured, TimesJobs.com would assist your endeavour, in any way it can.

Wishing you all the best,

Best Regards,



R. Sundar
President
Times Business Solutions

Times Business Solutions Pvt. Ltd.
A Times Group Enterprise

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Copy of Certificate





