



Post Graduate Diploma in

**MANAGEMENT - RETAIL &
OMNICHANNEL**
(PGDM - Retail & Omnichannel)

Duration: 1 Year

CHRIST (Deemed to be University) Pune Lavasa Campus - 'The Hub of Analytics'

Toll-free: 1800 123 2009

PG Diploma in Retail & Omnichannel – Course preamble

- Retail being the last mile business connect with customers, is always a significant part of any business.
- With the current challenges faced by businesses, Retail as a business sector has gathered momentum with its multifarious dimensions.
- Retailing is rapidly going the omnichannel way with the opportunity for customers to use both Physical and Online formats according to their convenience.
- CHRIST (Deemed to be University), Pune Lavasa Campus and Retailvarsity jointly offers this 1 year hybrid Online and Campus Contact Postgraduate Diploma in Management - Retail & Omnichannel.



PG Diploma in Retail & Omnichannel - COURSE CONSTRUCT

- 7 (Seven) Key Modules
- Webinars by Retail Industry Experts
- Sessions spread over as weekly Live Online Video Sessions plus "Study From Home" through LMS access and Project Work spanning a total of 1 year.
- 5-Days' of On-Campus or Online Induction Immersion Sessions and 5-Days' of On-Campus Evaluation Visit at CHRIST (Deemed to be University), Pune Lavasa Campus & Retailvarsity Faculty Members
- One Assignment in Retail or Omnichannel Management
- Project Work (three months) in any Functional Area in Retailing (synopsis to be presented by students)
- On-Campus and Online Examination



PG Diploma in Retail & Omnichannel - COURSE TAKEAWAYS

- Conceptual and operating skills of the Retail & Online/Omnichannel Businesses
- Understanding of the front-end and support functions of Retailing & e-Commerce
- Learning of every differentiating strategy development
- Knowledge gained to design and operate Omnichannel models
- Being future-ready for Retailing & Omnichannel Businesses
- Thorough with the art and science of consumer understanding
- Ability to play a leadership role in the challenging Retail and Online/Omnichannel business environments



PG Diploma in Retail & Omnichannel – ELIGIBILITY & TG

Eligibility

Minimum graduation in any discipline (students, corporate executives in Retailing organisations, working professionals who are aspiring for a career-shift to Retail industry & Entrepreneurs preferred).

Target Group

- Students of both Undergraduate and Post graduate courses of various institutions and universities
- Existing Students of Christ University Lavasa, Pune
- Working Executives and Industry Professionals
- Company Employees on Corporate Campus as Higher Learning Initiative

Postgraduate Diploma in-Retail & Omnichannel would help current students simultaneously earn an additional or concurrent qualification without any stress on their regular college curriculum and study can be done at their convenience and on-the-go!



COURSE MODULES

- 1 Introduction to Retailing** – (Retailing Definitions and Scope, Role of Retailing in the Marketing Channel, Retail Strategies, Retail Formats) – Offered through a combination of live lecture sessions by Industry experts and through Retailvarsity LMS with convenient access e-Workbook and online assessment.
- 2 Retail Store Operations** – (Retail Sales Management, Retail Team Management, Strategic Resource Management, Visual Merchandising & Displays, Retail Brand Management) – Offered Through Retailvarsity LMS with convenient access, e-Workbook and online assessment.
- 3 Retail Buying & Merchandising Management** - (Store Inventory & Replenishment Management, Range & Assortment Planning, Category Management, Private Labels, Retail Pricing) – Offered through Retailvarsity LMS with convenient access e-Workbook and online assessment.
- 4 E-Commerce and Omnichannel Retailing** – (Significance of Online Retailing, Strategic eCommerce Models, Online selling, e-Commerce Platform Management, e-Commerce Merchandising & Customer Delivery Management) - Offered through a combination of live lecture sessions by Industry experts and through Retailvarsity LMS with convenient access e-Workbook and online assessment.



COURSE MODULES - Continued

- 5 Retail Management Information System & Business Analytics** – (Consumer Analytics, Supply Chain Management System, Merchandise System Management, POS & Operating System, Retail Security Solutions) – Online live lecture sessions by Retail Industry experts.
- 6 Application of Artificial Intelligence in Retailing and E-Commerce** – (AI in Customer Management, Inventory Management, AI in Marketing, Supply Chain and Delivery Fulfillments, Campaign Applications, Big Data and Data based AI Algorithms in Merchandise & Price Management) - Offered through a combination of live lecture sessions by Industry experts and through Retailvarsity LMS with convenient access e-Workbook and online assessment.
- 7 Retail Human Resource Management** – (Significance and Uniqueness of HR in Retail, Manpower Planning and Manning Standards, Retail Roles & KRA, Talent Transformation and Employee Engagement, Statutory Compliances and Benefits,
- 8 Retail Performance and Reward Management** – Offered through a combination of live lecture sessions by Industry experts and through Retailvarsity LMS with convenient access e-Workbook and online assessment.



COURSE PEDAGOGY

Live Online Lecture Sessions

- By Retail Industry Experts & Faculty
- Weekends - Every Friday, Saturday, Sunday (5 hours a week as scheduled)

Note: Minimum 70% attendance required

- Convenient Access of 'Study From Home' Modules & Lectures by convenient access for students

Case Studies

- Online Case Studies organized by Retailvarsity

Industry Experts Delivered Webinars

- 3 webinars to be conducted by the Industry experts organized by Retailvarsity
- 5-Days On-Campus or Online Induction Immersion Sessions

Evaluation Sessions

- 5-Days On-Campus Valediction and Evaluation Sessions by Retailvarsity and Examination by CHRIST (Deemed to be University), Pune Lavasa Campus

Assignment & Assessment

- Online submission of Assignment & Examination conducted by CHRIST (Deemed to be University), Pune Lavasa Campus & Retailvarsity, following specified norms.



COURSE VALUE PROPOSITION

Course Inclusions

- Live Online Video Lecture Sessions
- Webinars & Case Studies
- 5-Days On-Campus or Online Induction Immersion Sessions
- 5 days On-campus Evaluation Sessions by the Faculty Members of CHRIST (Deemed to be University), Pune Lavasa Campus & Retailvarsity
- On Campus Examinations
- Assignments

Dedicated E-mail & On-Demand Call Support for Online Modules

- Dedicated email and on-demand call support for students who have enrolled for the Course to clarify their doubts on a regular basis.

Live webinar sessions by Retail Industry Professionals

- Retailvarsity will facilitate webinars by Retail Professionals



COURSE VALUE PROPOSITION – Continued

On-Campus Induction Immersion Sessions & Valediction Visit

- Retailvarsity and CHRIST (Deemed to be University), Pune Lavasa Campus will facilitate a 5-Days On-Campus or Online Induction Immersion Session and 5-Days On-Campus Evaluation Visit by Retail Industry Experts which will be conducted in the final semester of the course along with examination.

Project Work

- Project for a 3-months duration, in any functional area in Retailing (synopsis to be presented by the students)

Certification

- This PG Diploma in-Retail & Omnichannel course will be certified by Christ Lavasa Pune in collaboration with Retailvarsity.

Placement Support

- For students who successfully complete the PG Diploma in - Retail & Omnichannel course, placement in Retail Organisations will be facilitated to whomsoever is opting for placement.



AVAILABLE RETAIL JOBS

- Store Operations Manager
- Online Retail Manager
- Manager – Omnichannel Retail
- Retail IT & Omnichannel Platform Manager
- Retail Buying & Merchandising Manager
- Online Buying & Merchandising Manager
- Retail Marketplace Manager
- Retail Supply Chain Manager
- Digital & Retail Marketing Manager
- Retail Business Analyst
- Manager – Online Catalog



FULL PROGRAM FEES

Program Fee

- Application fee: INR 500
- Indian participants: INR 1,50,000
- International participants: USD 4000

Financing Options

- 0% Interest EMI option available with partner banks
- Easy procedure with partner banks
- EMI as low as INR 14,000 per month
- Special rate for CHRIST students

Scholarships

- **Existing CHRIST students and Alumnus:** Available
- **Other participants:** Available on outstanding merit record

Corporate Discounts

- Available on nominations of 2+ participants
- Kindly contact us for further details



PROSPECTIVE RECRUITERS



SHOPPERS STOP

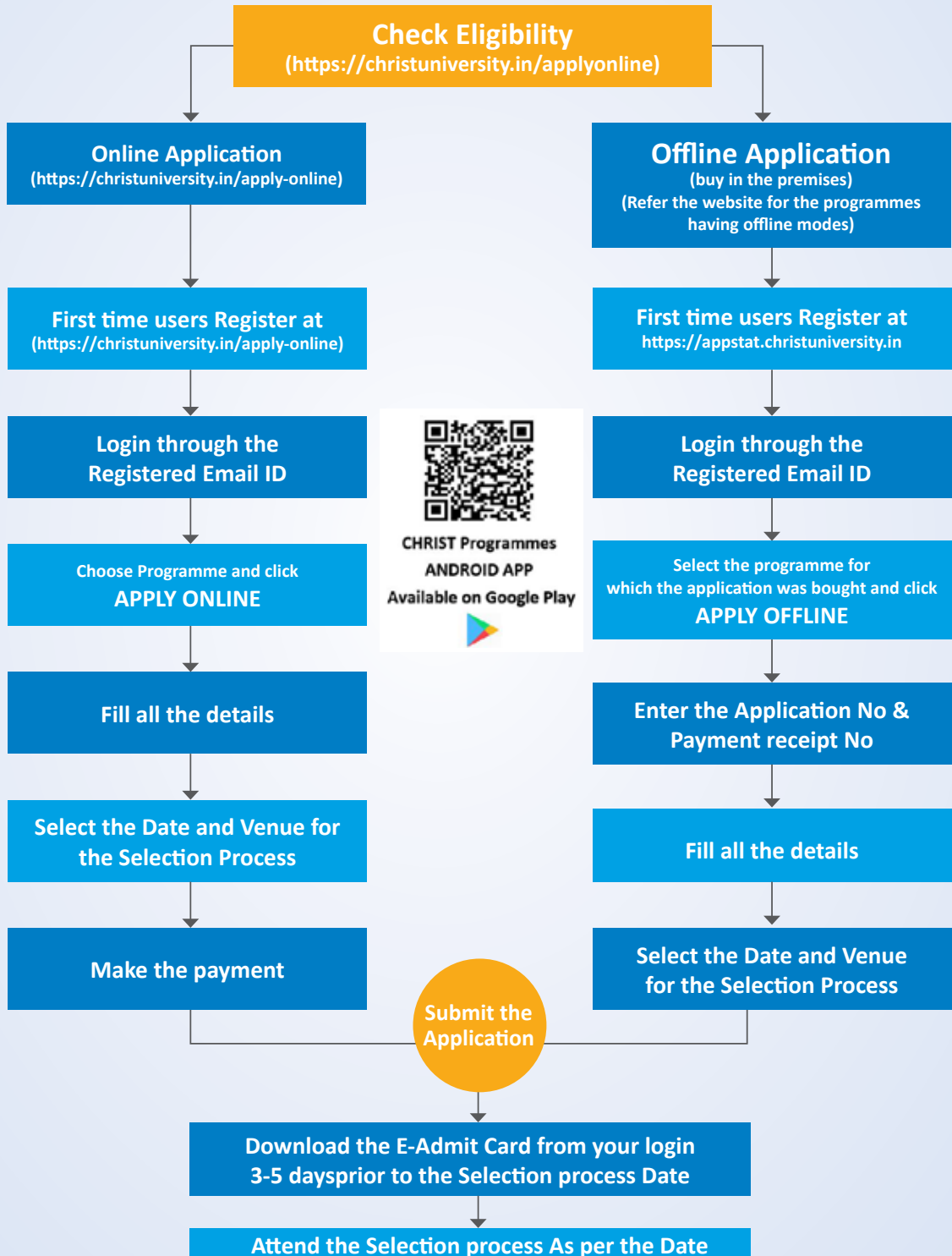
START SOMETHING NEW



SELECTION & ADMISSION PROCESS

Application Process

The Application process consists of a few simple steps as shown below. An offer of admission would be made to the selected candidates and accepted by the candidates by paying the admission fee.





CHRIST

(DEEMED TO BE UNIVERSITY)

PUNE LAVASA CAMPUS
The Hub of Analytics



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