



AMITY
UNIVERSITY
ONLINE



Post Graduate Diploma in Retail Management

ACCREDITED BY:



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Mr. Ajit Chauhan

Chairman - Amity University Online

Amity University Online is devoted to creating a transformative learning environment, a digital classroom with true mobility and access to education from anywhere. Our career-oriented programmes are specially designed for working professionals offering futuristic learning experiences on our awarded LMS, along with face to face interactions, live online classes, webinars, video lectures & one-to-one sessions with faculty, designed and delivered by over 6000 eminent corporate experts and faculties. With a constant and sustainable rise in the need for highly-skilled professionals, it is becoming crucial for employers to develop and retain well-educated and motivated employees. At Amity University Online, we understand and create professionally strong individuals with higher education and training for meeting the evolving industry demands.



Message from Directors



Dr. Priya Mary Mathew

Director, Academics

This is the age of knowledge. And anyone who says “I do not know” at this age, will risk being labelled “outdated”. We at Amity Online Family have pledged to ensure no one faces that dilemma. That’s why you will find Amity University Online going to the depths, the widths, the lengths to ensure we serve as many humans as possible. Choices decide the fruits of your life. Taking up online programs with AUO is a wise decision to widen your opportunities to succeed.



Prof. Abhinash Kumar

Director

Amity University Online provides ‘Anytime, Anywhere’ education experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty. Designed to suit both graduate students and working professionals, our programmes adhere to UGC’s stringent criteria and we are at par with the campus programmes.

About Amity University Online

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) recognized programmes meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe through 24 programmes under Masters, Bachelors, Post Graduate Diplomas through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry academic partnerships.



The country's first university to receive the prestigious UGC accreditations for its online programmes, Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.



A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right From pre-school to Ph.D. level with over 400 UG & PG programmes across various disciplines in education.

175,000

Students

225,000

Online Students

6,000+

Faculty

120,000

Alumni Worldwide

1,200

Acres of Campuses

28

Schools & Pre-schools

11

Universities in Noida, Gurugram, Greater Noida, Jaipur, Mohali Lucknow, Mumbai, Gwalior, Raipur, Kolkata, Ranchi & Patna

16

International Campuses including London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent

“

I take this opportunity to thank all the academic and non-academic staff in providing sufficient support in the completion of my course. Apart from online study content, they have interactive video lecture programmes. ”

Harisha

Bharti Airtel

About the Programme

POST GRADUATE DIPLOMA IN RETAIL MANAGEMENT

Learning Efforts - 12/15 hrs a week | Duration - 2 Years | Credits - 82

A two-year (4 semesters) programme offering comprehensive study of a wide range of theoretical concepts and functional areas in Retail Management. This programme lays emphasis on customer relationship management, brand management and sales management along with visual merchandising & space management.

Retail Industry is one of the fastest growing & challenging industries in the world & contributes the economic growth of the country and is generating ample job opportunities. The programme will also benefit working professionals and those seeking entry-level employment or aspiring to be self-employed. Given its scope, the programme will be useful to anybody (with a graduation degree) keen to gain knowledge in the subject area.

Programme Curriculum

SEMESTER 1

- Fundamentals of Retailing
- Marketing Management
- Merchandising Management
- Statistics for management
- Professional communication

SEMESTER 3

- Sourcing and Vendor Management
- Retail Supply Chain and Logistics Management
- Mall Management
- Principles of Retailing

SEMESTER 2

- Conflict resolution and management
- Business Research Methods
- Retail and Mall Management
- Visual Merchandising and Space Planning

SEMESTER 4

- Retail Branding and CRM
- E-retailing
- Luxury Retail
- Project Work

Our Global Faculty



Asst. Prof. Brian Porter

MSc. Management - Boston University,
Online Facilitator - Boston University,
Adjunct Professor - Nicholas College,
Vice President of Strategic Partnerships at MGCC



Prof. Luke Pearce

M.A. in Education, University of Sheffield,
PGCE from Sheffield Hallam University,
Teaching fellow - University College London



Prof. (Dr.) Ronald C Darnell

PhD, Organization Management - IT Management,
Capella University, USA,
Professor and Program Coordinator -
Amberton University,
Visiting Professor- DeVry, University,
Professor - Parker University,
Principal Consultant & Agile Coach- Vizient, Inc.



Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the
University of Wales, UK,
Principal Lecturer, at Cardiff Metropolitan University, UK



Prof. Mike Berry

MSc. in Math and Economics -
Imperial College London,
Professor (Marketing) at
Hult International Business School, UK

Eligibility

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program)

Accredited. Respected. Trusted.



Programmes Recognised
by Distance Education
Bureau (DEB) UGC



Amity's Online MBA has been
ranked by **QS as #37 Worldwide**
In 2021 ranking.



Asia's only not-for-profit
university to get
US regional accreditation



Accredited by
National Assessment And
Accreditation Council (NAAC) Grade 'A+'



Amity's Online MBA
& BBA are the 1st and
only EOCCS certified
programmes in India



Accredited Member of
Accreditation Council for
Business School and
Programme (ACBSP), USA



Association of
Indian Universities



Recognised by
World Education Services



It was good to enroll in a programme from Amity. This has helped me in excelling career growth in my current organization through theoretical knowledge. I was able to deliver much more based on the course which I opted for. Helped me in learning new terminologies and approaches.

Aman Gaur

PayTM

Amity University Online Advantage



Live & Interactive Lectures
by Expert Faculties



Web Proctored Mode for
the freedom to take
exams anywhere



World-class curriculum
designed by eminent faculty
and industry professionals



Learn from the leading
global faculties



Regular webinars
by industry leaders



Virtual job fairs and
career assistance



International collaborations
with Ivy League universities



Easy-to-use LMS accessible
anytime, anywhere



Strong alumni network



Exemplary employer rating
of various programmes

Industry Mentors



Vairavan Thangavelu

DGM- Finance
Arcee electronics



Deepak Chakravarty

General Manager
Bata India



Sandeep Golchha

Senior Partner, Axsources
Axsources

Alumni Working At





FOR ENQUIRIES

Amity University Campus, Sector - 125, Noida, India
Toll Free No. : 1800-102-3434

Website: www.amityonline.com