

Retail Management (RM) MBA – 2021-23

24 Month Marketing Super- Specialization MBA Program



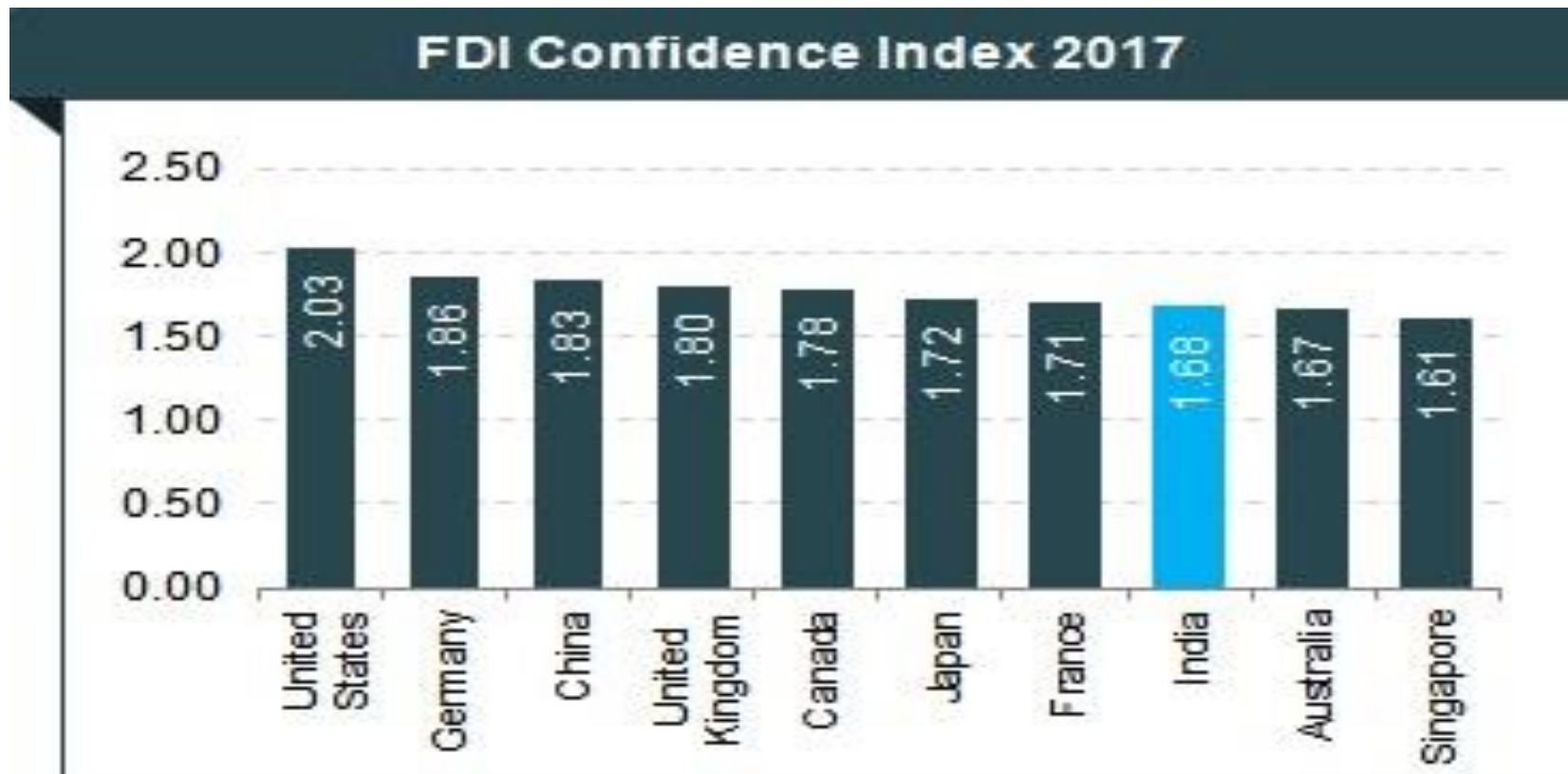
Opportunities in Indian Retail Industry

- India has occupied a remarkable position in global retail rankings; the country has high market potential, low economic risk and moderate political risk
- India is expected to become the world's third-largest consumer economy, reaching US\$ 400 billion in consumption by 2025, according to a study by Boston Consulting Group
- India is ranked first in the Global Retail Development Index 2017, backed by rising middle class and rapidly growing consumer spending
- India's retail market witnessed investments worth US\$800 million by Private Equity (PE) firms and wealth funds in 2017.
- Indian e-commerce sales are expected to reach US\$ 200 billion by 2026 from US\$ 39 billion in 2017.

Source: IBEF

Opportunities in Indian Retail Industry

FDI investment in Retail Industry

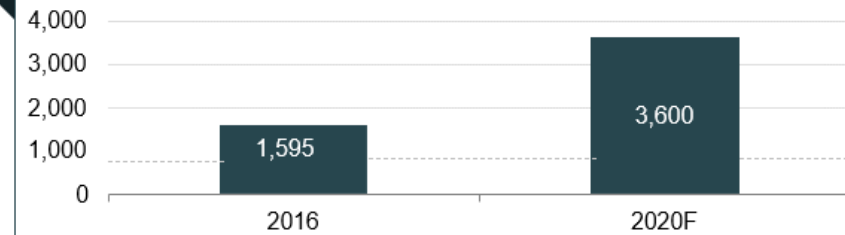


Source: IBEF

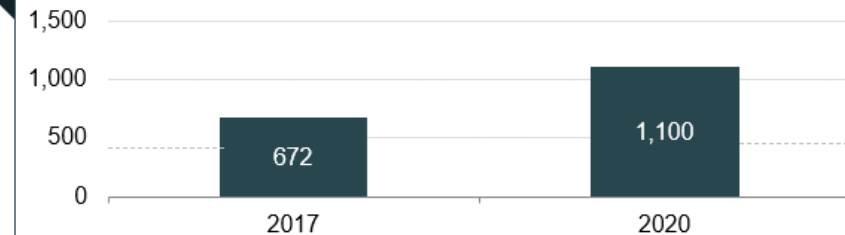
Opportunities in Indian Retail Industry- Size & Projections

- Total customer expenditure is expected to reach nearly US\$ 3600 billion by 2020 from US\$ 1595 in 2016
- India's retail market is expected to increase by 60 per cent to reach US\$ 1.1 trillion by 2020, on the back of factors like rising incomes and lifestyle changes by middle class and increased digital connectivity
- India's modern retail to double in size over next three years
- The modern retail market in India is expected to grow from US\$ 70.45 billion in 2016 to US\$ 111.25 billion in 2019.

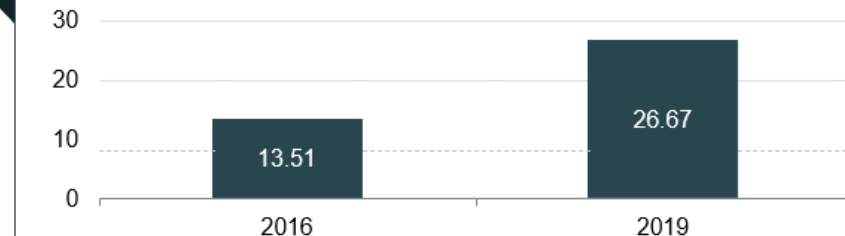
Consumer expenditure in India (US\$ billion)



Retail market in India (US\$ billion)



Modern retail market in India (US\$ billion)



Source: IBEF

Opportunities in Indian Retail Industry— Size & Projections

Vertical	Revenue USD Million (2017)	Projection (2020)
FMCG	57400	103700
Ecommerce	38500	64000
Consumers Durables	15500	46540
Clothing and Textile	15000	250000
Pharmaceuticals	29610	55000
Gems and Jewelry	75000	85000

Source: IBEF

How is Retail Management different from Other Courses

- We are a certified member of RETAILERS ASSOCIATION OF INDIA
- In Retail Management course, the specialization starts from 2nd trimester
- We offer certain unique courses that no other programme does
- Retail industry in India is undoubtedly one of the fastest growing retail industry in the world and we provide up to date knowledge to the students to make best out of the opportunities



Factors propelling the impetus for a Specialized Programme in Retail Management

Abundant employment opportunities in the Retail industry and e-retail industry across the world

Continuous requirement of trained manpower and managers by the retail industry

Government policies and support for FDI in Retail industry

Huge giants like Alibaba, Walmart, Amazon investing in Indian retail industry

The Retail management industry in India is amongst the fastest growing in the world

Retail Industry in India to reach \$1.3 trillion by 2020

India is fifth largest preferred retail destination globally and is expected to move up

Retailing is moving towards digitization which opens up vast portfolio for students

Factors Propelling the Impetus for a Specialized Programme in Retail Management

The Indian Retail industry is on the cusp of a strong phase of growth backed by the following:

- India as an important emerging economy
- Growing consumer demand from non metros and rural areas
- Rising literacy and digital literacy levels
- New emerging businesses and entrepreneurs are expanding enormously in retail sector
- Disruptive innovations changing the industry dynamics rapidly
- Overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent

Retail industry is expected to grow to US\$ 1.3 trillion by 2020, registering a Compound Annual Growth Rate (CAGR) of 16.7 per cent over 2015-20

Retail Management– An Approach Philosophy that:

Helps align with overall business objectives to satisfy the internal & external stakeholders

Helps build agile Retail Management Strategies (across both traditional & modern retailing formats)

Spans multiple retail sales and marketing channels , techniques, methods & disciplines

Proactively involves, communicate and engage today's “omni-channel consumer”

Industry specific knowledge and teachings with hands-on experience on Live projects

Validating the Need for the Launch of MBA Retail Management Programme

One of the fastest growing sectors of the Indian Economy – Traditional & Modern Digital Retailing.

India is an important part of the Global Village- All the Retail giants conglomerates have an India Focus- Amazon, Target, Alibaba etc.

Strategic Retailing is a crucial component of every industry.

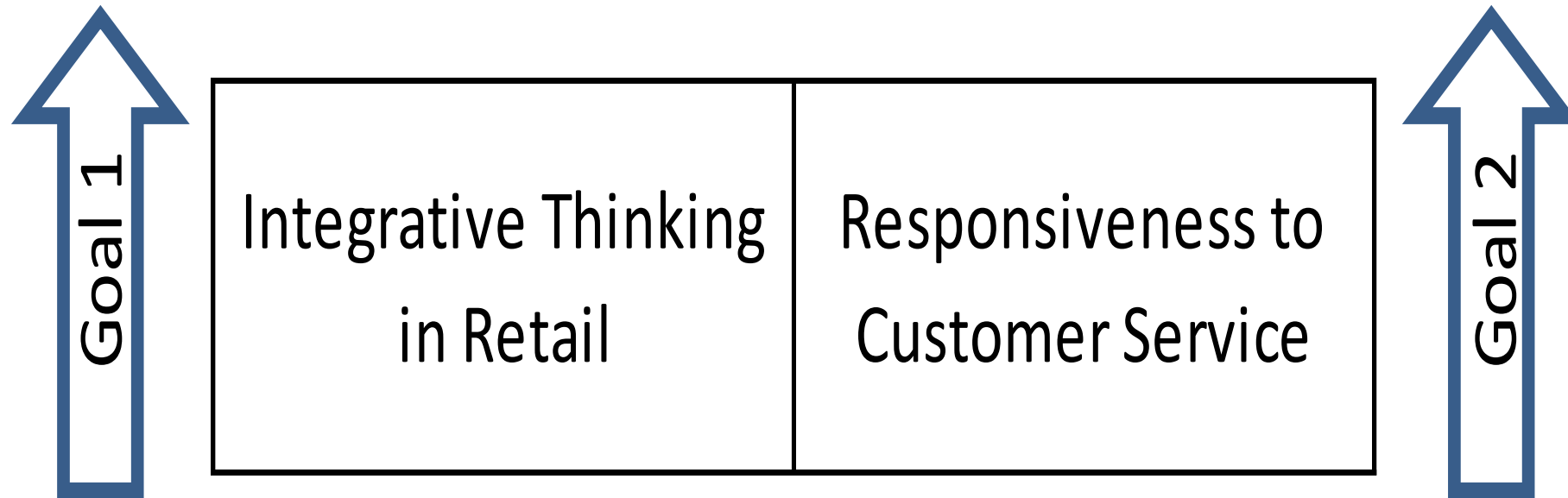
Skilled talent is the need of this industry to handle the new opportunities emerging in industry due to digital disruption.

The Program Specific Goals

The stated program specific goals other than the general MBA program goals were as follows:-

- Expertise in Retail Marketing, Sales and Business Development, Digital, Customer Experience and Analytics with this 24 months dedicated course aligned to industry demand
- Designing and functioning Integrated Retail Management

The Program Specific Goals



General Learning Goals

**MANAGEMENT
KNOWLEDGE**

COMMUNICATION SKILLS

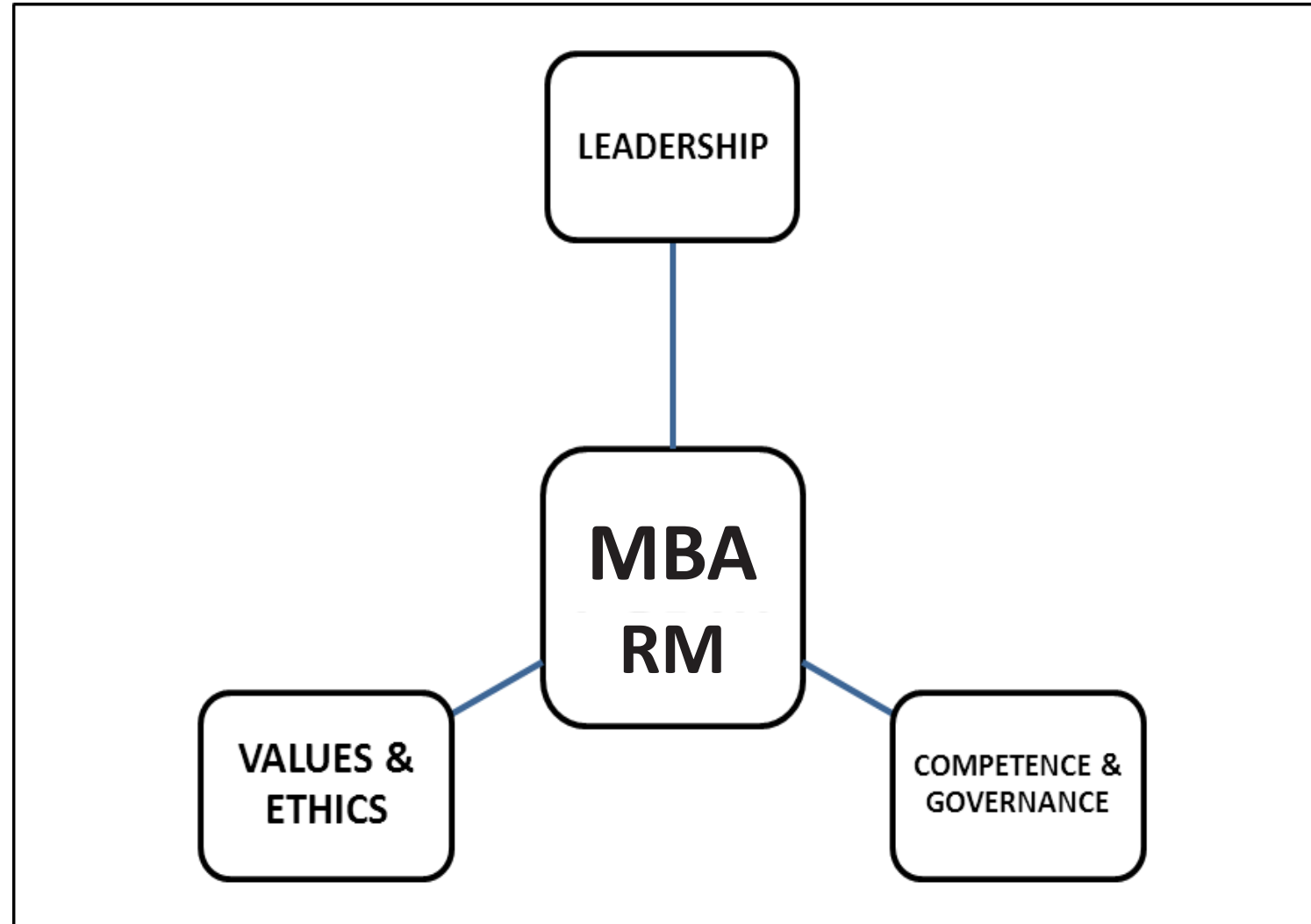
GLOBAL AWARENESS

CRITICAL THINKING

TEAM ORIENTATION

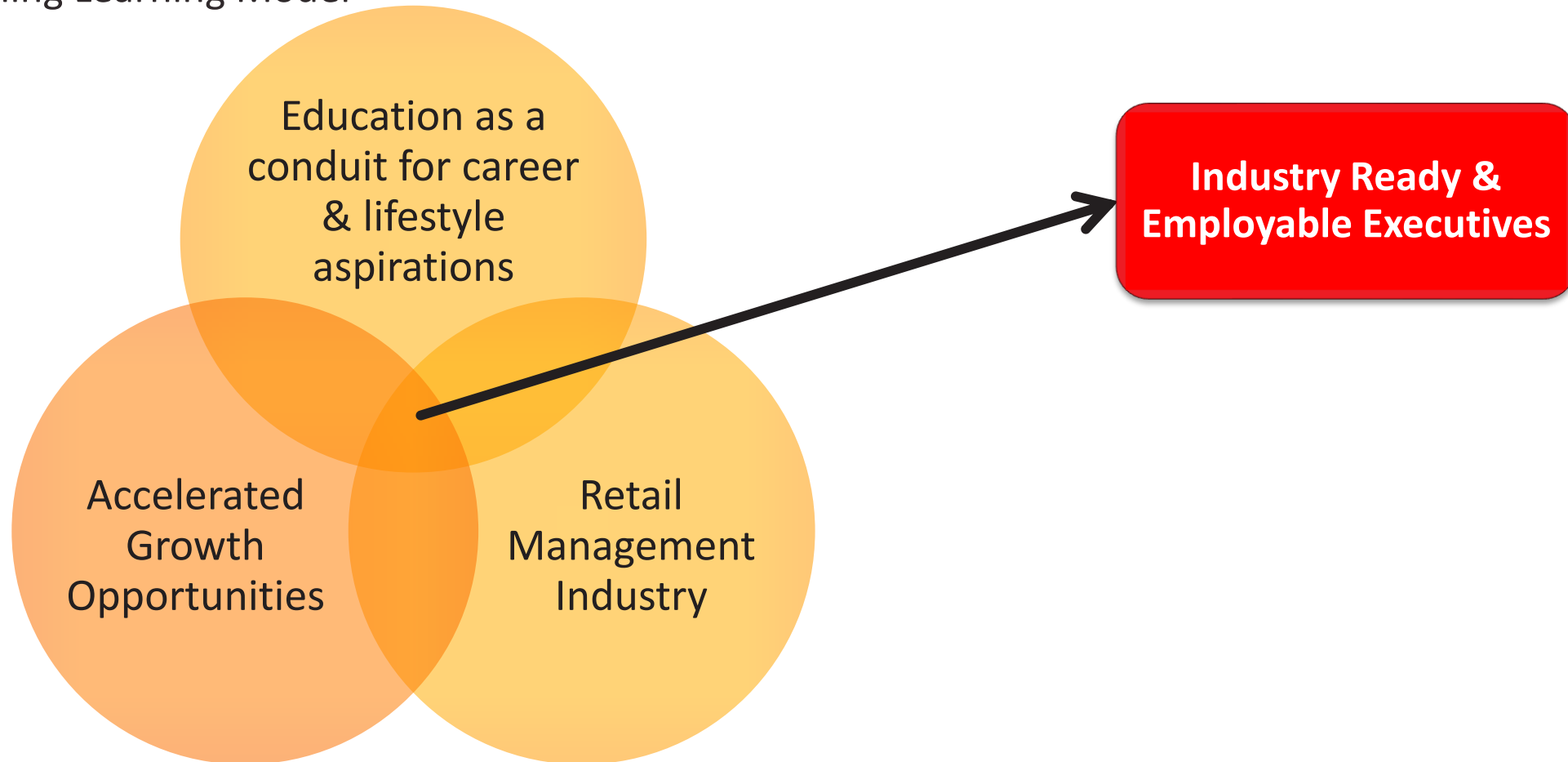
ETHICAL RESPONSIBILITY

Program Objectives



INDUSTRY SPECIFIC EMPLOYMENT ORIENTED

Teaching Learning Model



Board of Studies

Name	Affiliation	Designation
Prof. (Dr.) Vandana T. Khanna	Professor and Program Coordinator, K J Somaiya Institute of Management	Chairman BOS (HOD)
Mr. Sugam Chaubal	Freelancer & Consultant (Management and Retail)	Member - Academician
Mr. Saikat Chakarborty	Vice President – Retail Analytics, Accenture - Analytics	Member - Industry
Mr. Kyron Almeida	Business Development Manager - Mastercard	Member - Industry
Dr. Hitesh Bhatt	Director – Marketing and Communications - Retailers Association of India (RAI)	Member – Research Institute
Dr. Gibson Vedamani	Founding CEO RAI, Founder & CEO at Retail Solutions & Learning Technologies LLP (Retail SALT)	Member – Research Institute

Board of Studies

Name	Affiliation	Designation
Mr. Reuben Pandian	Chief Omni Channel Officer - Tata CLiQ	Alumni - Industry
Prof. Isaac Jacob	Professor and Area Chairperson – Marketing and International Business, K J Somaiya Institute of Management	Member – Faculty
Prof. (Dr.) Ramkishen Yelamanchili	Associate Professor, K J Somaiya Institute of Management	Member – Faculty
Prof. (Dr.) Vilasini Jadhav	Assistant Professor, K J Somaiya Institute of Management	Member - Faculty
Students By Invitation	Second year and First year, K J Somaiya Institute of Management	Member - Students
Prof. Isaac Jacob	Professor and Area Chairperson – Marketing and International Business, K J Somaiya Institute of Management	Member – Faculty

INDUSTRY SPECIFIC EMPLOYMENT ORIENTED

Teaching Learning Model

The institute's geographical presence in Mumbai – the hub for traditional as well as emerging modern digital retailing in India gives us a natural choice to start a specific MBA programme.

Launch of PGDM Retail Management in the year 2007 approved by AICTE, Accredited by NBA and AIU.

Course List

Trimester - I	
Courses	Marks
Business Communication	100
Business Perspectives and Global Thoughts	100
Business Statistics	100
Financial Accounting	100
IT for Management	100
Leadership & Organizational Behavior	100
Managerial Economics	100
Marketing Management – I	100
Total	800

Course List

Trimester- II	
Courses	Marks
Business Research	100
Financial Management	100
Human Resource Management	100
Macro Economics	100
Marketing Management – II**	100
Design and Management of Information Systems	100
Operations Management	100
Retail Management and Strategy	100
Total	800

Course List

Trimester - III	
Courses	Marks
Category Management and Franchising	100
Digital and Social Media Marketing	100
Consumer Behavior	100
Foundations in Data Science	100
Logistics and Supply Chain Management	100
Market Research	100
Operation Research	100
Retail Finance and Analytics	100
Total	800

Course List

Trimester – IV	
Courses	Marks
Facility and Mall Management	100
Integrated Marketing Communications	100
International Business	100
Retailing of Services	100
Store Operations	100
Strategic Management	100
Sourcing and Merchandising Management	100
Visual Merchandising and e-Retailing	100
Total	800

Course List

Trimester - V	
Courses	Marks
Brand and Private Label Management	100
BPR and Benchmarking	100
Customer Engagement Management	100
Luxury Marketing	100
New Ventures in Retail	100
Sales Management & B2B Marketing	100
Total	600

Course List

Trimester - VI	
Courses	Marks
Competitive Decision-Making Project Management	50
Customer Relationship Management (CRM)	100
Food Retailing	50
Leadership Lab	50
Lifestyle and Fashion Retailing	100
Legal & Ethical Aspects of Retail Business	100
Project Management	100
Rural Marketing	50
Master's Thesis	100
Total	700

Course Execution

- *Each session is of 80 minutes duration
- **For Tutorials
- Students spend minimum 30 class hours for each full credit (100 marks) and 15 hours for each half credit subject (50 marks).
- Minimum 75% of attendance for each course is Mandatory
- **Summer Internship (8-10 weeks) between III & IV Trimesters (100 Marks).**

The Program Execution

Teaching pedagogy based on classroom coaching with integrative learning process with Industry

Regular updation and introduction of courses as per industry developments and student feedback. Luxury Marketing, Lifestyle and Fashion Retailing, Consumer Engagement Management, Food Retailing are some of the niche segment added

Regular Guest Lectures & Industry Visits to help students gain firsthand information and knowledge

Experiential learning and hands on projects assigned for enhanced learning and development

Live Projects in association with Retail giants in India to give industry experience and make students market ready future managers

The Program Execution

DUAL FACULTY format adopted for the specialized courses

The Anchor Faculty : In-house, full time faculty to deliver the theoretical background

The Industry Specialist & Practitioner - to deliver latest cutting-edge practices in the area

The Program Execution

The industry practitioner faculty for various topic were as follows:

Digital Marketing in Retail – Hitesh Motwani (CEO, Skillopedia),
Varun Mishra (Digital Marketer at Online Legal Limited)

Store Operations - Mr. Sugam Chaubal (Free lancer and consultant,
Reliance Solutions LTD.)

Mall Management – Dr Shakti Chauhan (Country Head :Administration
,Facilities,Security & Hospitality at HDFC Bank)

Unique Courses Offered

Luxury Marketing

Sourcing And Merchandise

Retail Finance and Analytics

Food Retailing

Facility and Mall Management

Retailing of Services

Lifestyle and Fashion Retailing

Store Operations

Customer Engagement Management

E-retailing

Foundations in Data Science

National Retail Summit (NRS)– A National Level Flagship Annual Inter B School Retail Engagement



Live case study competition – in association with various brands Ex: 2014 LocalBanya.com, 2015 Tata Croma, 2016 Arogya Finance, 2017 Coco Pure, 2018 UTI

Some of the dignitaries addressing students were:

Mr. Sada Shiv Naik (CEO Big Bazaar)

Mr. Kumar Rajagopalan, CEO of Retailer's Association of India (RAI)

Mr. Raunak Raheja (Director, Shopclues)

Dr. Hitesh Bhatt (Director-Marketing & communications, RAI)

Mr. Gaurav Suri (Head Marketing, UTI AMC, Ltd.)

Dr. Gibson Vedamani (Founder and Partner Retail solutions and Learning technologies LLP;
Former Founding CEO, RAI)

Some of our esteemed Panelist who enlightened students on various aspects of retailing were:

Mr. Dinkar Suri, Founder CEO Retail Market Movers,

Mr. Reuben Pandiyan, DGM – Chief Omni Channel Officer at Tata Cliq,

Mrs. Shobha Subramnium, Founder Market Vistas

Mr. Indrajit Gupta, Co-Founder and Director Finding Fuel

Mr. Shakti Singh Chauhan (Country Head, Reliance Retail)

Retail Students and Leaders of Industry

Esteemed guests and Leaders of Industry addresses retail management students, and students get once in a lifetime opportunity to gain insights from them and manage a national level event.



The Event Execution – National Retail Summit



SOMAIYA
VIDYAVIHAR UNIVERSITY
K J Somaiya Institute of Management

The Guest delivered their knowledge on varied topics:

- Rise in online retailing and the benefits of FDI
- Retailing a decade ahead
- The retailing sector in the competitive global scenario
- Retail Branding and Private Labels
- Unlocking the potential of Retail Branding and Private Labels
- Success story of retail entrepreneurship
- Careers in Retailing

Retail Mela

Retail flea market is arranged for practical exposure



The Event Execution – Retail Lab

Retail Lab works towards betterment of Retail students by providing them platform to interact with Industry Experts and hear their view on various innovations and trends happening in Retail Industry.

Few Speakers are:

- Ms. Anvesha Poswalia, Brand Manager at Asian Paints
- Ms. Sonia Agarwal , CEO of Whitenife
- Mr. Sandeep Pal, Assistant VP at Pantaloons
- Ms. Neha Pareek, Area Sales Manager at Wrigley

Also, it provides students with opportunities to work on live projects to get a better understanding of outside market.

The Event Execution – Retail Chronicles



An Online Magazine run by Retail Students fortnightly to create awareness about retail industry and its latest trend.

The Magazine is one of the most appreciated magazine due to its content, news and relevance.

<https://issuu.com/retailabsimsr/docs/combinepdf>

Placement Data

PGDM-RM	Batch 2018-2020	Batch 2017-2019	Batch 2016-2018
Percentage of Students Placed	95 %	100 %	100 %
Highest Salary	19 Lacs	15 Lacs	30 Lacs
Average Salary	10.05 Lacs	9.27 Lacs	9.05 Lacs

Summer Placements Batch 2019-2021

PGDM-RM	Batch 2019-2021	Batch 2018-2020	Batch 2017-2019
Percentage of Students Placed	100%	100 %	100 %
Highest Stipend	45,000	50,000	25,000
Average Stipend	7,000	8,000	10,000

Leading Recruiters Since Inception: Retail Management offers various profiles across Industries

Industry	Leading Recruiters In Retail of Past three years (2013-2016)
Core Retail	Aditya Birla, Godrej Interio, Landmark, Cinepolis, Phoenix, J K Helene Curtis, Pantaloons, The Collective, Kidzania
Information Technology	Google, Accenture, Cognizant, Wipro, Infosys, Capgemini QualityKiosk, TCS
Banking & Insurance	Axis, IndusInd, Standard Chartered, City Bank, Reliance Insurance, HDFC, ICICI, Kotak, SBI, SBI Life, RBS
FMCG/Product/Services	United Biscuits, Hi-Care, Armstrong, Transven, Randstad, DHL, Obi Mobiles, Cannon, Enrich Salon, Idea
Automotive	Tata Motors, Volvo Eicher, Maruti
Manufacturing & Textile	HP, Dell, Godrej & Boyce, Arvind LTD, Titan
Analytics & Consulting	GEP, IMRB, Analytics Quotient, Nyka Advisory, Smart Cube, Latent View, Grassik consulting, Earnst & Young
Electronics	LG, Philips, Reliance Digital, Voltas
Ecommerce	Shopclues, Groupon, Box 8, Flipkart, Snapdeal, Happay
Real Estate & Media	JLL, Lodha, Dosti Realities, Zee

Outcomes - Summer Internships : Recruiters for Past five Year (2013-2018)

Mahindra Retail	United Biscuits	DHL
Brijeel	Reliance Retail	Bisleri
FCB Ulka	Mydentistchoice.com	Nestle
Prime Time	Siemens	Puma
PayU Money	Future Suply Chain	Tommy Hilfiger
HDFC	L&T	JLL
BPCL	Amul	GEP
Bajaj Finserv	Quadratic	Blue Bird
Purple.com	IDBI	KAYA

Alumni Profiles - Batch 2014-16

Alumni	Organization	Role
Rahul Chhabaria Dhruv Maheshwari	Godrej Interio	Sales Manager
Sankalp Thakur	Tata Motors	Territory Sales Manager
Khyalti Dhabalia	Google India	Campaign Manager
Aadhar prasad	City Bank	Assistant Manager
Hitesh Varshney Avantika Garg	Cognizant	Business Development Analyst
Kalindi Tiwari Ravi Agarwal	HP	Sales Specialist & Consultant
Nandini Sharma	GEP	Consultant

Alumni Profiles - Batch 2015-17

Alumni	Organization	Role
Divya Seth	Landmark Group	Sales Manager
Vidhi Sanghvi	Zee	Public Relations
Prasanthi Kasinathan	Flipkart	Category Management
Anusha V	Hewlett Packard	Enterprise Account Manager
Akhilesh Khanna	Maruti Nexa	Territory Sales Manager
Tarun Agrawal	Accenture	Business Analyst Lead

Alumni Profiles - Batch 2016-18

Alumni	Organization	Role
Payal Srivastava	Tata Motors	Senior Manager
Apurv Tekriwal	Godrej & Boyce	Sales Manager
Ninad Patil	United Biscuits	Area Sales Manager
Aaina Mahajan	Hero Motocorp Ltd	Territory Sales Manager
Shaunak Shenvi Bhangui	Landmark Group	Sales Manager
Gayatri Kulkarni	Cognizant	Associate Business Analyst
Rahul Vats	Havells India Ltd	Area Sales Manager
Surbhi Gupta	Capgemini	Business Analyst

Alumni Profiles - Batch 2017-19

Alumni	Organization	Role
Abhijit Saha	Infosys	Business Analyst
Akanksha Tripathi	Citi Bank	Manager
Ashish Mishra	Reliance General Insurance	Management Trainee
Keerthi Kadire	HP Inc.	Senior Manager
Pranav Mohite	Grand View Research	Business Analyst
Nishant Bhargava	Godrej & Boyce Ltd.	Associate Business Analyst
Rishabh Garg	Truebil (Paix Technology Pvt. Ltd.)	Manager
Sagar Pujara	Quality Kiosk	Business Analyst

Alumni Profiles - Batch 2018-20

Alumni	Organization	Role
Akhil Jose	Indospirit	Senior Manager
Apoorva Anand	HP Enterprise	Business Analyst
Abhishek Billari	Browser Stack	Manager
Deepesh Pawa	Relaxo Footwears Ltd.	Management Trainee
Falguni Gupta (P.P.O.)	GEP	Consultant
Kaustuv Sinha	HCL Technologies Ltd.	Business Analyst
Shaonlee Bhattacharjee	Bisleri	Manager

Illustrious Alumni

Batch	Name	Organisation Name	Designation
2006	Gandhi Shruti	IKEA	National Food Purchaser
2009	Suraj Iyer	Diageo India	Senior Manager - Digital Marketing
2009	Mandar Patil	Reliance Retail	Head - Brand & MarCom
2013	Divye Sood	Radio Mirchi	Group Marketing Manager
2014	Rucha Asolkar	Future Group	Assistant Manager - Staples (Food)

Summary of Outcomes

Placement of RM is spread across all the industry and profiles . Students have full liberty to choose best carrier in their dream organization.

The PGDM RM doesn't limit the management graduates to pursuing their careers in India alone. RM students are placed in foreign to pursue their carrier as well.

The knowledge and skill set in Retail Management can be applied to global organizations across industry sectors, and from consulting to entrepreneurial management in Retail field.

A waitlist of more than 180 candidates on final day of counseling , more than triple of our intake capacity.

Future Plans

Partnership with Retail Giants like ABRL, Reliance Retail, etc.

Introducing more retail specific courses for students

Increasing focus on Omni-Channel Retailing

Thank You

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