

Diploma in Retail Management (1 Year) - Semester Wise Scheme

Semester I

Code	Subject	Theory	Practical	Internal	Total	Credits
DRM-101	Fundamentals of Retail Management	70	-	30	100	4
DRM-102	Retail Store Operations	70	-	30	100	4
DRM-103	Customer Relationship Management	70	-	30	100	4
DRM-104	Retail Marketing & Sales Promotion	70	-	30	100	4
DRM-105	Business Communication & Soft Skills	50	30	20	100	3
DRM-106	Computer Applications in Retail	40	40	20	100	3
DRM-107	Retail Store Practical-I	-	100	-	100	4

Semester II

Code	Subject	Theory	Practical	Internal	Total	Credits
DRM-201	Inventory & Supply Chain Management	70	-	30	100	4
DRM-202	Merchandising & Visual Display	70	-	30	100	4
DRM-203	Retail Accounting & Financial Basics	70	-	30	100	4
DRM-204	E-Commerce & Digital Retailing	70	-	30	100	4
DRM-205	Consumer Behaviour & Retail Ethics	70	-	30	100	4
DRM-206	Industrial Training & Project Report	-	200	-	200	4