

AAFT
ONLINE

Diploma in

DETAIL MANAGEMENT

1 Year



ABOUT

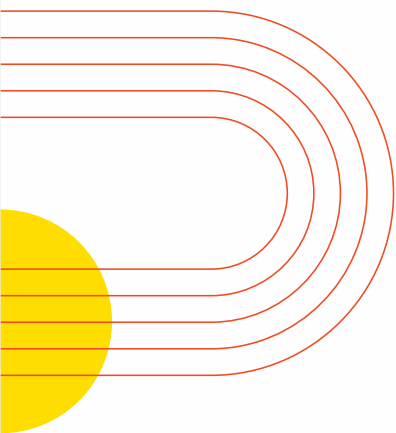
AAFT ONLINE

An EdTech
venture
which aims to
**change
the way**
creative arts
is **learnt** and
taught
globally

Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.



INDIAN RETAIL MANAGEMENT

INDUSTRY OUTLOOK

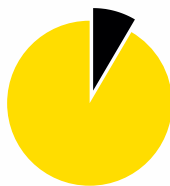
The retail market in India has undergone a major transformation and has witnessed tremendous growth in the last 10 years.

- ▶ Indian retail market is projected to reach approximately **\$2 tn by 2032** from 690 \$ Bn in 2021
- ▶ India currently has the **4th Largest retail market** in the world
- ▶ The **E-Commerce market** is expected to touch **\$350 Bn** in GMV by 2030



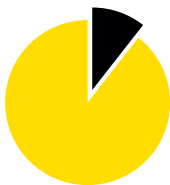
10%

Contribution to
India's GDP



8%

Share in India's
employment



10%

Growth rate of retail
sector over 2021-32



12%

Share of Organised retail
of total retail market

CHAIRMAN'S MESSAGE

We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.



ACHIEVEMENTS



India's First
UGC approved
Creative Arts
University



Bestowed
upon
120 Awards in
Education



Over
30 Years in
Education



Trained
Over **20,000+**
Students

WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections

WHY US

Courses are **specially curated by Academicians and Industry Experts**

Up-to-date content with the latest trends and developments of the industry

Opportunity to **interact and network** with enthusiasts from all across the globe

Learn **real world application** through practitioners

Courses are for all-whether you are a student or a working professional

Add a specialization in your Resume on completion of the course

All our classes are backed by **Virtual Faculty Support**

Access to **AAFT Alumni Association**

Focused approach for skill building and **practical exposure** through assignments and projects

one-to-one mentor sessions throughout the course

Dedicated Placement Support



THE INSTRUCTORS



Dr. Veenu Arora

Dr. Veenu Arora is a management expert and having over 15 years of experience in the areas of consultation, personality development and teaching. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in few certifications in behavioral programs. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She did her Ph.D. in management and has keen interest in Teaching Various Marketing and General Management subjects.



Dr. Kavita Khurana

Dr. Kavita Khurana is a Marketing Professional with over 18 years of corporate and teaching experience. Kavita has done her Masters in Business Management from Fore School of Management and B. Sc. (Honours) in Mathematics from Delhi University. She is a Doctorate in Management and her areas of expertise include Retailing, Services Marketing and Market Research.

THE INSTRUCTORS



Dr. Rachita Kapoor Bhasin

Dr. Rachita Kapoor Bhasin is a PhD in marketing. Dr. Bhasin's research interests are focused towards Retail Management, Sales Management and Green Initiatives with regard to Consumer Behavior and preferences and environmental awareness. She has published multiple research papers and articles in prestigious international and national management journals. She has also presented her research at various seminars and conferences both at national and international levels.



Mr. Vinod Dhar

Mr. Vinod Dhar is a faculty of Marketing with rich experience of more than two decades. He is PGDM with specialization in Marketing from IIM Ahmedabad. Vinod has worked in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Retail Management, Sales and Distribution Management, Advertising, Brand Management are his key areas of interest.

THE INSTRUCTORS



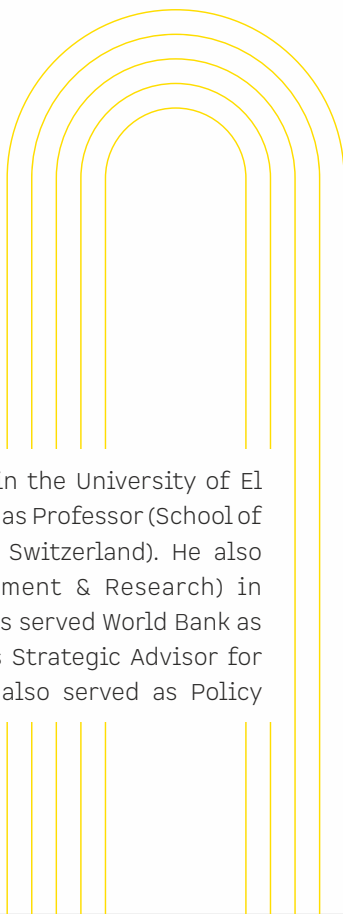
Dr. Neelam Sheoliha

Dr. Neelam Sheoliha is a Commerce Graduate with PGDM in Marketing from LBS Institute. She did her Masters in Marketing & possesses 15+yrs of Experience in teaching blended with 5+years corporate experience with Business Houses like Procter and Gamble India(Ltd) as a Channel Manager (East and south Delhi), Thomson Press now THOMSON DIGITAL (I) Ltd Export Division, Noida.



Dr. Manish Singh

Dr. Manish worked as Assistant Professor in the University of El Salvador, Buenos Aires, Argentina. He served as Professor (School of Management) in UMEF University (Geneva, Switzerland). He also worked as Professor (School of Management & Research) in American University of Malta, Europe. He has served World Bank as International Advisor for two years and as Strategic Advisor for HSBC Bank (Buenos Aires, Argentina). He also served as Policy Advisor for Bank of America (BoA), Brazil.



COURSE

OVERVIEW

Retail Management is one of the newest specializations of management study. Retail means the sale of goods, services & satisfaction for consumers. Management means the proper utilization of resources. Retail management is an integrated part of supply chain management. Retail Industry is one of the fastest growing & challenging industries in the world & contributes the economic growth of the country. During the past few years in the retail sector, the demand for skilled professionals has increased. The retail management is the right career for those having the interest in merchandise, market & marketing, sales, advertising, campaigning and market research. The students, in this course of retail management are taught about the introduction and concept of retail management, retailing trends, pricing and merchandising, segmentation, relationship marketing and information technology in retailing.



WHAT YOU WILL LEARN

Principles Of Management

Business Organisation & Management

Retail Marketing & Sales Management

Business Economics & Retail Environment

Retailing

Retail Stores & Operations Management

Supply Chain Management

International Retailing

Retail Planning

Consumer Behaviour & Customer Service

E-commerce

Retail & Digital Marketing

Information Technology In Retail
Management

Retailpreneurship



CURRICULUM

OVERVIEW

■ PRINCIPLES OF MANAGEMENT

Introduction to Management

Planning

Organising

Delegation & Decentralization

Coordination & Control

■ BUSINESS ORGANISATION & MANAGEMENT

Introduction to Business Concepts

Norms of Business Organization

Planning & Organizing

■ RETAIL MARKETING & SALES MANAGEMENT

Introduction to Marketing

Retail Product

Retail Pricing & Promotion

Retail Sales Management

Retail Sales Training

Guerilla Marketing



CURRICULUM

OVERVIEW

📌 BUSINESS ECONOMICS & RETAIL ENVIRONMENT

Fundamentals of Business Economics

Market Analysis

Trade Cycle

National Income

Retail Environment

📌 RETAILING

Introduction to Retailing

Retailing Strategy

Merchandising

Retail Formats

📌 RETAIL STORES & OPERATIONS MANAGEMENT

Retail Organisation

Store Layout

Store Management

Logistics & Information System

📌 SUPPLY CHAIN MANAGEMENT

Introduction to Supply Chain Management

Forecasting

Inventory Management

Collaborative Planning

CURRICULUM

OVERVIEW

📌 INTERNATIONAL RETAILING

Introduction to International Retailing

Retail Environment

Retail Market

Global Market

📌 RETAIL PLANNING

Planning

Customer Relationship Marketing

Financial Management

Consumer Protection

📌 CONSUMER BEHAVIOUR & CUSTOMER SERVICE

Introduction to Consumer Behaviour

Individual Influences on Buying Behaviour

Group Influences on Consumer Behaviour

The Buying Process

Customer Service Management

📌 E-COMMERCE

Foundation of E-Commerce

Marketing Mix of E-Retailing

E-Commerce

Customer Loyalty in E-Retailing



CURRICULUM OVERVIEW

■ RETAIL & DIGITAL MARKETING

Digital Marketing

Components of E-Marketing

E-Marketing Tools

Retail Brand Management

Legal and Ethical Issues in E-Marketing

Methods and Techniques of E-Marketing

■ INFORMATION TECHNOLOGY IN RETAIL MANAGEMENT

Introduction to IT

Software in Retail Management

Online Retailing

Electronic Data Interchange

■ RETAILPRENEURSHIP

Entrepreneurship in Retail



MANAGEMENT IS,
ABOVE ALL,
A PRACTICE WHERE
ART, SCIENCE,
AND CRAFT MEET



WHO SHOULD ENROLL

- ▶ Freshers from any Stream
- ▶ Retail Enthusiasts
- ▶ Managers working in different Streams
- ▶ Aspiring Retail Managers
- ▶ Corporate Executives
- ▶ Hospitality Industry Professionals
- ▶ Youngsters with Good Communication Skills

CAREER OPPORTUNITIES

- ▶ Floor Managers
- ▶ Floor Executives
- ▶ Lobby Managers
- ▶ Sales Managers
- ▶ Marketing Managers
- ▶ Retail Manager
- ▶ Supply Chain Distributor
- ▶ Customer Care Executives
- ▶ Marketing Executive
- ▶ Merchandiser
- ▶ Store Manager
- ▶ Image Promoter



CERTIFICATE OF COMPLETION



One Year Diploma

Deepti Singh

Has Successfully Completed The AAFT Online
Diploma Program In

Retail Management

This hereby confirms that the candidate has successfully cleared all assessments and projects
and is ready to execute their learning.

PROF. ALBEENA ABBAS
Academics Director, AAFT Online



Dr. SANDEEP MARWAH
Chairman, AAFT Online

COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals
and Faculty

Recorded Lectures

1 Year Program

Hands-on Practical Projects

Mentoring and Handholding with
Industry Stalwarts

Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments
and Assignments

Placement Assistance



ADMISSION DETAILS

DIPLOMA IN RETAIL MANAGEMENT

ELIGIBILITY

Every Candidate with 10+2 from a recognised board is eligible for the program.

SELECTION PROCESS

STEP 1: Fill up the Application Form

STEP 2: Admission Team would review your application

STEP 3: Interview round with Director Admissions

FEE STRUCTURE

Rs 1,20,000 (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

Financial Aid - Avail Education Loans at 0% interest rate from our corporate financial partners.

OUR RECRUITERS

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DECATHLON

cromā
in-store | online | mobile

vijay sales

B BAJAJ
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pantaloons
FRESH FASHION

LANDMARK
GROUP

PUMA

W
WILDCRAFT

S Spinny®

Baby Shop India

BIG BAZAAR
NAYE INDIA KA BAZAAR

ADITYA BIRLA GROUP

