

**AFT**  
**ONLINE**

# DETAIL MANAGEMENT

**1 Year Diploma**



# ABOUT

## AAFT ONLINE

AAFT Online is an online initiative of India's leading Media Arts Institution - AAFT, that aims to shape global creative talent by establishing the highest educational standards for creative skills. AAFT Online aims to give your innovative streak a professional edge with its 30 years of rich mentoring experience in the field of creative arts education at a university level.

As a leading EdTech platform, AAFT Online is the symbiosis of education and field-based experience, nurturing a need-based training translating into a viable career option. By bringing the best of the industry experts with world class educational standards, AAFT not only promotes job opportunities but also creates empathetic professionals standing in the throes of grand success.

## OUR ACHIEVEMENTS



**India's First**  
**UGC Approved**  
Creative Arts  
University



Trained  
Over **25,000+**  
Students



**Over 30 Years**  
in Education



**500+**  
Faculty &  
Mentors



# 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.



# INDIAN RETAIL MANAGEMENT

## INDUSTRY OUTLOOK

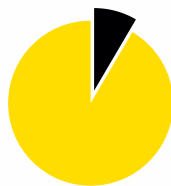
The retail market in India has undergone a major transformation and has witnessed tremendous growth in the last 10 years.

- ▶ Indian retail market is projected to reach approximately **\$2 tn by 2032** from 690 \$ Bn in 2021
- ▶ India currently has the **4<sup>th</sup> 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

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**

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

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

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Learn **real world application** through practitioners

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

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**Add a specialization** in your Resume on completion of the course

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

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Access to **AAFT Alumni Association**

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

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**one-to-one mentor sessions** throughout the course

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**Dedicated Placement Support**

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# 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.





# COURSE HIGHLIGHTS



Recorded Video  
Lectures &  
eWorkbooks



Self-paced  
Learning



AAFT Alumni  
Status



Live Webinars and  
Doubt-clearing support



Digital Verified  
Certification



Career Mapping &  
Career Counseling



Soft Skills  
& Personality  
Development



Resume Building &  
Review Sessions



Course validity  
for 12 months post  
purchase





# 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

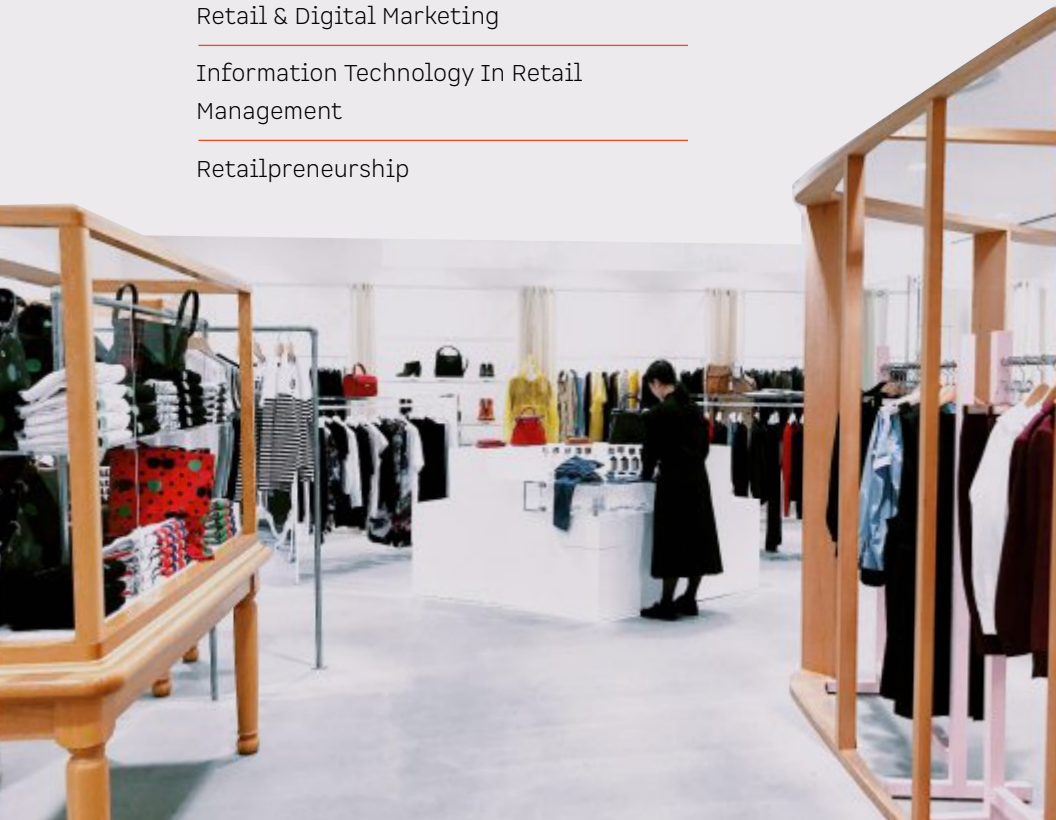
Consumer Behaviour & Customer Service

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

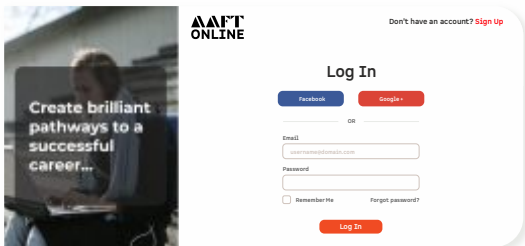
# HOW YOU WILL LEARN

## Seamless & Easy Platform

Our Online platform is easy to use and you can start learning at the click of a few buttons.

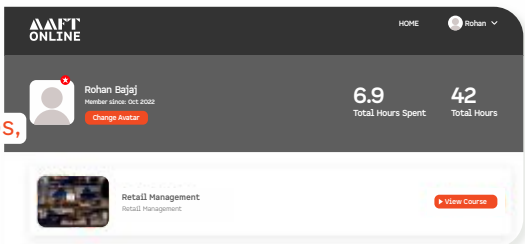
1

Login with your credentials



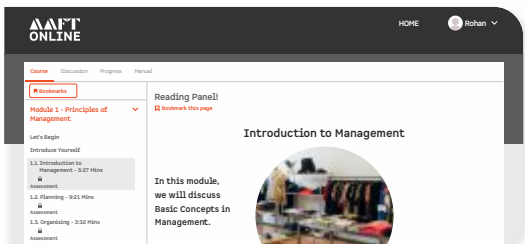
2

Start Learning with help of videos, live sessions & doubt clearing support



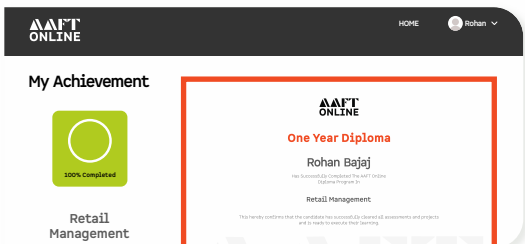
3

Access to Program Material



4

Get Certified upon completion of program



# THE INSTRUCTORS



Mr. Aryaman  
Pratap Singh

Aryaman Pratap Singh is the Program Leader looking after the Retail Management program at AAFT Online. A graduate from IHM Ahmedabad he has always been intrigued by the process of how the brain functions in the retail industry. He has had his fair share of knowledge while working with certain chain of brands such as Ramada, Taj, Postcard, KFC, PVR Luxury etc. His expertise lies in management and servicing industry.



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.



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. Retail Management, Sales and Distribution Management, Advertising, Brand Management are his key areas of interest.



# THE INSTRUCTORS



**Dr. Neelam  
Sheoliha**

She 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 & Gamble India as a Channel Manager (East & 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.



# 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



# RECENT PLACEMENTS



**Anuj Kumar  
Ambuj**

Hero Motocorp



**Deep  
Mishra**

HP India



**Purusharth  
Singh**

Vodafone Idea Ltd



**Yash  
Kumar**

Decathlon



**Saksham  
Shashank**

Philips Lighting



# AFT ONLINE IN THE MEDIA



THE TIMES OF INDIA



<https://timesofindia.indiatimes.com/blogs/voices/edtech-trends-to-keep-an-eye-on-in-2022/>

INDIA  
**Forbes**



<https://www.forbesindia.com/article/budget-2022/budget-2022-education-gets-a-digital-push/73339/1>

THE FINANCIAL EXPRESS



<https://www.financialexpress.com/education-2/aft-group-launches-its-start-up-venture-aft-online-/2591229/lite/>

# AFT ONLINE IN THE MEDIA

## Higher<sup>®</sup> Education Digest



<https://www.highereducationdigest.com/check-out-these-amazing-tech-careers-in-visual-design/>

## techgraph!



<https://techgraph.co/budget/budget-2022-23-technology-saas-ai-ml-sector-reactions/>

## CEO Insights



<https://www.ceoinsightsindia.com/startups/how-the-evolution-of-edtech-is-driving-the-job-market-across-domains-nwid-9141.html>



# CERTIFICATE OF COMPLETION

**AAFT  
ONLINE**

## 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

# ADMISSION

## DETAILS

### DIPLOMA IN RETAIL MANAGEMENT

#### ELIGIBILITY

Every Candidate with 12<sup>th</sup> grade from a recognised board is eligible for the program.

#### SELECTION PROCESS

**STEP 1:** Fill up the Application Form

**STEP 2:** Admissions Team would review your application

**STEP 3:** Interview round with Director Admissions

#### Financial Aid

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



[admissions@aaftonline.com](mailto:admissions@aaftonline.com)

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