



**IIMSR**

**Imperial Institute of Management Science & Research**

A Unit Of Wales Educational Trust

## MBA in Store Management

Duration: 02 Year

Total Fee: 72,000

### **Semester: 1**

1. Principles of management
2. Managerial Economics
3. Accounting and Finance for Managers
4. Marketing Management
5. Human Resource Management

### **Semester: 3**

1. Retail operations management
2. International Retailing
3. Retail planning
4. Logistics and sales promotion
5. Warehouse management

### **Semester: 2**

1. Quantitative Techniques for Management
2. Research Methods for Management
3. Corporate Communication
4. Operations Management
5. Buyer Behavior

### **Semester: 4**

1. Retail sales techniques and Promotion
2. Direct & Network Marketing
3. Business Environment and Ethics
4. Strategic Management
5. Project & Viva