

MBA (Retail Management) Programme

(Programme Code No: 264)

1. INTRODUCTION

Retailing is the world's largest private industry. In India It is the second largest sector next to agriculture. Retailing in India is gradually inching its way towards becoming the next boom industry. There is huge scope for the growth of organised retail sector in India. There are plenty of openings in the organised retail sector. The available manpower does not possess skills and knowledge to match upto the requirements of the retail industry. The objective of this programme is to provide a steady stream of competent youth folk with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding career in to the rapidly expanding world of retail.

The programme combines a thorough grounding in the functional areas of management including marketing, human resource management, financial management along with the essential functions of retail industry including store design and visual merchandising, stores format & layout, selling skills, supply chain management, consumer behaviour & customer relationship management, etc., The programme integrates business management and retail management skills and gains insight into the diversity of opportunities in the retail industry.

2. PROGRAMME OBJECTIVES

- To provide the student a comprehensive view of retailing and application of management concepts in a practical retail managerial environment..
- To impart a specialized education for a profession in retail management.
- To help the students understand how a consumer-led approach to retail marketing strategy is essential to achieve competitive advantage.
- To investigate the changing role of retailing due to the advent of information technology.

3. PROGRAMME REGULATIONS

ENTRY REQUIREMENTS

Any degree from a recognized University

DURATION

Minimum	Maximum
2 years	8 Years

Medium of Instruction

English

SCHEME OF EVALUATION	
Continuous Assessment	25 Marks
Term End Examinations	75 Marks
Total	100 Marks
THE PASSING MINIMUM	
A candidate who obtains not less than 34 marks out of 75 marks in each course in the Term End Examination and 50% marks in the aggregate of both Term End Examination and Continuous Assessment shall be declared to have passed.	

4. ADMISSION PERIOD

The admission period for the Academic Year commences from 1st July and extends upto 31st December. Likewise for Calendar Year, it commences from 1st January and extends upto 30th June.

5. ADMISSION PROCEDURE

1. Prospectus and Application for admission can be obtained from the University Head Quarters or from the Programme Study Centre either in person or by post.
2. Students shall submit the duly filled application forms in duplicate along with the OMR sheet and enclose the fee for the amounts specified in para 6, 2 self attested photographs and the attested copies of all the supporting documents to the Programme Study Centre.
3. The Programme Study Centre will forward a list of eligible candidates along with their application forms and attachments to the Controller of Examinations, Tamil Nadu Open University. University will check the eligibility and fee for Programme Fee for all application forms and prepare a list of finally admitted students and forward the same to the Programme Study Centre.
4. Students will be informed about the confirmation of his / her admission. An identity card bearing the enrolment number will be issued to each candidate.
5. Incomplete application form / forms received after the due date will be summarily rejected without any intimation to the students.

6. PROGRAMME FEE

The programme fee should be paid every year in two parts. The University fee shall be paid by means of Core banking challan / DD in favour of “**Tamil Nadu Open University**” Payable at Chennai. The study centre fee shall be paid by means of DD in favour of the “**Madras Institute of Retail Management**”, Payable at Chennai for the amount specified below.

ITEMS	TAMIL NADU OPEN UNIVERSITY	MIRM
Programme Fee	Rs.10625/-	Rs.14375/-
Registration Fee (I year only)	200/-	---
Postal Charges	100/-	---
For downloaded Applications (I Year only)	Rs.500/-	---
TOTAL	Rs. 11425/-	Rs.14375/-

7. MODE OF DELIVERY

Printed study material written in self-instructional mode will be supplied to the candidates for all the courses of the programme. Continuous Assessment through Assignments form a part of our evaluation system.

The Programme Study Centre will enable the students to submit their Continuous Assessment assignments to the course coordinator either in person or by post/mail.

Students are required to undergo field work in the 1st Year and submit a record with a certification to that effect from the institution she/he undergoes the field work. In the 2nd Year, students shall do a project work for a minimum period of three months. All these field works are linked to classroom learning.

8. MINIMUM PROGRAMME REQUIREMENTS

1. Candidates are required to either get their assignments from the study centre or download the assignments from the website www.tnou.ac.in and submit the assignment responses to the Programme Study Centre before appearing for the term-end examinations of each course of the programme.
2. Candidates for the degree shall besides undergoing the prescribed courses of the study will undertake a field work in the first year and do a project work for a minimum period of three months in the second year of study.
3. Candidates shall first choose a topic relevant to the study, choose a guide as per the guidelines of the University and submit a proposal at the beginning of the second year to the School of Management Studies through the programme study centre.
4. Candidates are required to do the project work only after getting the approval from the School of Management Studies.
5. Candidates shall be permitted to submit the project work only after three months from the date of approval of the proposal.
6. No candidate shall be eligible for the degree unless she/he has completed the prescribed courses of study undergone a field work, submitted the project work and passed the examinations.

9. PROGRAMME STUDY CENTRE

MADRAS INSTITUTE OF RETAIL MANAGEMENT (MIRM) - PSC CODE : 021501

Co-ordinator : Dr. Jamuna Kalyani Sridharan
Director - MIRM
No. 60, Poonamallee High Road, Kattupakkam, Chennai - 56.
Ph: (044) 2491 1286. Mobile : 98840 69352.

10. PROGRAMME STRUCTURE & SYLLABUS

I YEAR

COURSE CODE	NAME OF THE COURSE	NO. OF CREDITS
MSR 10	Introduction to Retailing	6
MSR 11	Management Principles & Practices	6
MSR 12	Managerial Economics	4
MSR 13	Accounting & Finance for Managers	6
MSR 14	Quantitative Techniques	6
MSR 15	Marketing Management	4
MSR 16	Human Resource Management	4
MSR 17	Consumer Behaviour & Relationship Management	4
MSR 18	Marketing Research	4
MRF 19	Field Work	4

II YEAR

COURSE CODE	NAME OF THE COURSE	NO. OF CREDITS
MSR 20	Retail Stores Format & Layout	4
MSR 21	Logistics and Supply Chain Management	6
MSR 22	Inventory Management & Merchandising	4
MSR 23	Health, Safety & Security Measures	6
MSR 24	Legal Aspects of Retailing	6
MSR 25	Information Technology & Communicative Practices	4
MSR 26	Sales Management & Selling Skills	6
MSR 27	Strategic Formulation & Implementation in Retailing	4
MRF 28	Project Work (Equivalent two courses)	8