

PIONEER



Diligence & Excellence  
Since 1996



AICTE SPONSORED

FACULTY DEVELOPMENT PROGRAMME

*on*

RETAIL MARKETING FOR GLOBAL COMPETITIVENESS

18<sup>th</sup> - 30<sup>th</sup> March, 2013



Pioneer Institute of Professional Studies, Indore.

(An Autonomous Institution Established in 1996)

• NAAC Accreditation • NBA Accreditation • ISO 9001:2008 Certification

(Affiliated to Devi Ahilya Vishwavidyalaya, Indore)

Approved by All India Council for Technical Education.

## About the Institute

Pioneer Institute of Professional Studies, Indore was established in 1996 with a vision of “Diligence & Excellence” in the professional education. The Institute provides quality education in the field of IT and Management disciplines. During this short span of its existence, the Institute has earned a reputation as one of the premier Institutes of India. It has established an identity of its own, and it is getting to be known not only for its Under Graduate and Post-Graduate Programs but also for the Academic Research, Teaching Developmental Activities, National & International Conferences, National Level Student’s Conventions (Partnering in Presentation), National Level Workshops, Seminars and Projects. The Institute has earned a reputation in the field of Academics and Research. The Institute is accorded permanent Affiliation and recognized it as a Research Center in Management by DAVV, Indore.



## Recent Ranking of Pioneer by Different Magazines (Year 2011-12)

- Business India B-school 2011:- A+ ranking.
- Indian Management B-school 2011:- A4 category.
- Dalal Street Business 2012:- Top 15 position in West Zone.
- Outlook India Best B-school 2011 (Hindi) and Outlook India Best B-school 2011 (English):- 43<sup>rd</sup> on All India Basis.

## Special Features

1. Autonomous Institute
2. Highest Certifications
3. Latest & Dynamic Syllabus
4. Distinct Web Presence
5. Unique Co-Curricular Activities
6. Experienced & Competitive Faculty base
7. 360 degree Growth of Students
8. Real & Outstanding Placements
9. Timely Examination & Award of Degree
10. Pro-active, Dynamic & Participative Management
11. Strong Institute Industry Interface
12. Remarkable Methodology of Summer Internship Program
13. Frequent Industrial Visits
14. Experts Lectures from Business Magnets & renowned academicians
15. Significant Entrepreneurship Development Cell

## Special Achievements/Recognition

- Autonomous Status
- NAAC Accreditation
- NBA Accreditation
- ISO 9001-2008 Certification
- AICTE Approval
- AICTE Approved PGDM
- Permanent Affiliation with DAVV, Indore
- Research Centre for Ph. D. in Management
- Recognition Under Section 2(f) by UGC, New Delhi
- Recognition under Section 12(B) by UGC, New Delhi
- Ranked amongst Top 40 B-Schools of Country (Grading of the best B-schools in India, by Just Careers)
- Placement in Top fortune 500 Companies
- Institutional Membership of CSI, IMA, ISTC
- Institutional Membership of AIMS
- CSI Student Branch
- Institute is largest Examination Centre of DAVV, Indore
- Won best Library Award
- Chapter of ISTE
- Examination Centre of Institute of Chartered Accountants of India
- Examination Centre of AIEEE, CBSE, New Delhi
- Examination Centre of VYAPAM, Bhopal for MET
- Examination Centre of Annamalai University
- Examination Centre of UGAT (AIMA, New Delhi)
- Recognition of Faculty members at National and International Level. as faculty are on Review Panel of International Journal, Ph. D. Guide for DAVV, Indore

## About FDP

The FDP is of 60 hours intensive learning program aimed at offering an in-depth examination of the retail industry from global perspective for participants interested in the field of Retail Marketing. It will cover planning, management, and execution of activities taking place in the buying and selling of goods and services for the end consumer. The course addresses the challenges of this dynamic industry through analysis of the retail marketing for global competitiveness and looks at branding in the retail industry, product placing and development, pricing alternatives, location options, and the promotion of goods and/or services. Because of their importance in today's competitive environment, the FDP aims to cover matters such as the application of technology to retail marketing management, e-commerce, international retailing, and customer relationship management.

## Objectives

- Explore the changing value as sought by customers at the retail point
- Understand the challenges faced in delivering the required values
- Expose participants to the key approaches to managing retailing in global scenario
- Learn from some of the best practices. The perspectives would be from both brand owners (in terms of managing retailing) and retail businesspersons (in terms of managing the retail business)
- Interact with educators and professionals about the industry practices and how their efficiency can be enhanced by utilizing latest concepts of management

## Expected Outcomes

Upon completion of this course, participants will be able to:

- Apply the principles, practices, and concepts of retail marketing management in global context.
- Describe the global nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.
- Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the global retail industry.
- Understand the key elements of Global Retailing with reference to planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.
- Identify the approaches to and guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.

## For Whom

The FDP is for Lecturers with teaching experience of less than 5 years and presently working in AICTE approved Institute. The program is designed for 50 participants who shall be registered on first-cum-first serve basis.

## Pedagogy

The FDP would utilize a mix of methods including (1) presentations and discussions led by instructors and people from Industry, (2) case discussions, (3) presentations and discussions led by guest faculty (brand owners, retailers, and consultants). In each case session, participants are expected to analyze, discuss, and suggest suitable course of action for the situation in the assigned case. Equally important would be the task of understanding concepts and ideas from the readings and articles given to participants. The participants will do the actual field work by visiting the Retail outlets in group and understand the complete process and contribute in Research work.

## Fees

The FDP shall be free of cost for the participants fulfilling the criteria of teaching in AICTE approved institution(s). For registration mail us at [\*pips.retailfdp@gmail.com\*](mailto:pips.retailfdp@gmail.com)

## Travel & Accommodation

For outstation participants, travelling allowance will be paid by the Institute for train/bus, for the shortest route. Accommodation will be provided by the Institute on twin-sharing basis.

## FDP Module

- Introduction to Retail
- Types of Retail Formats
- Retail Marketing Mix
- Global Competitiveness (SCM, IT, Finance)
- FDI & Indian Retail Market
- Organized & Unorganized Retail Market
- Role of Govt. in Retail
- Environment Impact
- Future & Challenges

The FDP shall also cover industrial visits, class room activities, case formulation to make it practical oriented.

**CA Prashant Jain**  
**Executive Director**

**Dr. Mona Tawar**  
**Director**

**Register Now!**

**Prof. Sadhana Mandloi**  
**Coordinator**  
**(M) +919303271379**



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**Last Date for Registration: 28<sup>th</sup> February 2013**

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