

## 1. SALIENT FEATURES OF THE DIPLOMA PROGRAMME DBM (SPECIALIZATION IN RETAIL, MARKETING AND HRM)

- 1) Name of the Programme : Diploma Programme in **DBM (SPECIALIZATION IN RETAIL, MARKETING AND HRM)**
- 2) Duration of the Programme : Three years (Six Semesters)
- 3) Entry Qualification : Matriculation or equivalent as prescribed by State Board of Technical Education, Haryana
- 4) Intake : 40/60 (or as prescribed by the Board)
- 5) Pattern of the Programme : Semester Pattern
- 7) Ratio between theory and Practice : 60 : 40 (Approx.)

### 7) Industrial Training:

Four weeks of industrial training is included after IV semester during summer vacation. Internal assessment out of 25 marks and external assessment out of another 50 marks will be added in 5<sup>th</sup> semester. Total marks allotted to industrial training will be 100.

#### Distribution of Marks:

- Daily diary and reports of training - 25 Marks
- Viva Voce (External) - 50 Marks

### 8) Ecology and Environment:

As per Govt. of India directives, a subject on Environmental Education has been incorporated in the scheme.

### 9) Student Centred Activities:

A provision of 5-6 hrs per week has been made for organizing Student Centred Activities for overall personality development of students. Such activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

**2. i) EMPLOYMENT OPPORTUNITIES FOR DIPLOMA HOLDERS IN DBM (SPECIALIZATION IN RETAIL)**

Industry reports confirm employment projections of anything between 50,000 in organised formats a year to as many as a million jobs in the industry over the next five years, including those in the unorganised sector. Jobs in the organised sector include those at Malls, Discount Formats, Stop-Over Formats such as those within petrol bunkers, departmental stores, brand retail chains, specialty retailers, hypermarkets, supermarkets in a cross section of products and services - fashion, food, grocery, consumer durables, FMCG, lifestyle goods etc. Newer formats like the cellular/mobile shops, Retailing by IT voice and video applications, etc. will be dominant in offering jobs in retail - especially front-end sales and customer service jobs. Also, based on industry reports, about three lakh professionals will need to step into the industry to support the retail boom. While jobs at the shop floor level will be pretty much evenly distributed across product categories, the majority of managerial jobs - about 60 per cent - are expected to be in the area of Fashion/ Lifestyle, followed by food/ groceries at 20-25 per cent followed by Consumer Durable Retail and others. Students after completing Diploma in DBB(Spl. In Retail) can find entry into the Retail Industry through any of the following positions:

1. Customer Associates on the floor
2. Receiving Bay In charge in the Distribution Centre
3. Visual Merchandisers
4. Merchandisers
5. Assistant store supervisors
6. Assistant category managers
7. Retail marketing/ sale executives
8. Assistant buyers
9. Customer relationship officer
10. Customer service executive
11. Front office assistants
12. Retail entrepreneur
13. Franchise entrepreneur
14. Logistics manager
15. Assistant promotion executive
16. Assistant floor managers
17. Warehouse management
18. Market research executive (data collection, field investigation)
19. Human resource executive
20. Supervisor in retail stores
21. Quality assurance executive
22. Assistant finance executive
23. Assistant operations manager
24. Brand promotion executive

**COMPETENCY PROFILE FOR DIPLOMA HOLDERS IN  
DBM (SPECIALIZATION IN RETAIL)**

1. Identify the basics of management
2. List the expectations from a manager
3. Identify the role of a leader
4. Identify effective communication skills and grooming to attain success in sales, marketing and client servicing calls
5. Develop powerful resume and handle interviews successfully
6. Exhibit the appropriate preparation and behavioural skills in a client interaction
7. Define an organisation, the purpose of an organisation and the inter-organisational dynamics
8. Discuss group dynamics and benefits and limitations of group-decision making in an organisation
9. Identify various motivational theories and their applications in the HR practices of organisations
10. Explain the Retail terminology
11. Explain the environmental factors affecting various retail products
12. Describe the classification of Product Categories
13. Conduct product and source market study with relevant sourcing parameters
14. Explain the different Markets and their Operations
15. Creating strong product identification
16. Manage the required annual physical inventories by scheduling and overseeing the inventory process in the store
17. Use mark-ups and mark downs as required
18. Appreciate the need for Stockmanship performance
19. Maintain acceptable inventory shrinkage
20. Demonstrate and work with the elements of visual merchandising
21. Apply the principles of Window display
22. Create displays within the allocated budget and other available resources
23. Run local campaigns, and conduct in-store promotion
24. Implement various methods to generate footfalls
25. Creating brand awareness in-store and building demand for the product
26. Analyse consumer trends/ behaviour for effective promotions

27. Demonstrate selling skills in a retail environment
28. Build a professional personality to create a better impact on customers
29. Demonstrate a highly motivated attitude as a key to team success
30. Manage time for effective performance
31. Manage store sales as per set goals
32. Resolve conflict and deal with difficult people and situations confidently and positively
33. Account for accurate recording of customer transactions and perpetual counts
34. Examine IT Systems and security
35. Understand various methods of loss prevention
36. Learn accounting fundamentals
37. Generate & analyse MIS
38. Evaluate store performance
39. Exhibit necessary skills for planning, monitoring and controlling retail merchandise

**ABSTRACT OF CURRICULUM AREAS FOR DIPLOMA HOLDERS IN  
DBM (SPECIALIZATION IN RETAIL)**

1. Communication Skills -I
2. Business Organization
3. Principles of Management
4. Business Economics
5. Business Mathematics
6. Computer Fundamentals
7. Basic Managerial Skills
8. Business Environment
9. Organizational Behaviour
10. Fundamentals of Accounting
11. Managerial Economics
12. Human Resource Management
13. Marketing Management
14. Business Laws
15. Financial Management
16. Basics of Retailing
17. Personality Development, Ethics and Values
18. Entrepreneurship Development and TQM
19. Retail Merchandise
20. Retail Shopper's Behaviour
21. Store Planning and Layout
22. Retail Operations Management and Promotion
23. Business Laws and Banking Practices
24. Industrial Training
25. Environmental Education
26. Retail Brand Management
27. Supply Chain Management
28. Customer Relation Management
29. Technologies in Retail
30. Research Methodology
31. Major Project Work

**2. ii) EMPLOYMENT OPPORTUNITIES FOR DIPLOMA HOLDERS IN  
DBM (SPECIALIZATION IN MARKETING)**

The scope for careers in sales and marketing field is immense and with a steady growth in economy, the number of professionals that various industries can accommodate will be huge. There are many reasons why students may join sales and marketing career but the key reasons are the applicability of this field in almost every industry and therefore the number of jobs grow with the growth in the various industries. At a personal level, students can diversify into applications areas and industries that match their interest.

The various jobs/profiles that the students can assume within various industries, upon the completion of the course will be:

1. Customer service associates/executives
2. Marketing executive/manager
3. Sales executive/manager
4. Export executives
5. Retail floor executives
6. Retail product category executive
7. Self enterprises developer
8. Product executive
9. Consumer research executives
10. Service marketing executives
11. Law enforcement executives
12. Sales promotion executive
13. Customer account executive
14. Creative assistant
15. Brand Executive
16. Account Executive
17. Fair Executive
18. Real Estate Marketing Executive
19. Hospitality Executive
20. Public Relation Executive
21. Business Executive
22. MIS Executive
23. Service Marketing Executive
24. Social Awareness Promotion Executive
25. Event Executive
26. Management Trainee

**COMPETENCY PROFILE FOR DIPLOMA HOLDERS IN  
DBM (SPECIALIZATION IN MARKETING)**

1. Learn the basics of management
2. List the expectations from a manager
3. Identify the role of a leader
4. Identify effective communication skills and grooming to attain success in sales, marketing and client servicing calls
5. Develop powerful resume and handle interviews successfully
6. Exhibit the appropriate preparation and behavioural skills in a client interaction
7. Understanding various types of selling
8. Understanding objectives of sales management
9. Analyse the role of a sales force
10. Create marketing plans based on market analysis and competition analysis
11. Apply the marketing process learning to strategise for the 7P's of marketing
12. Understand concepts and strategy of pricing
13. Apply the market research process to gather information and analyse the market
14. Understand basics of brand management
15. Developing Product Planning
16. Understanding the aims and objectives of marketing research
17. Locating primary and secondary sources of data collection
18. Understanding and application of concepts and types of research design
19. Knowledge of Consumer Behaviour and the factors that impact consumer behaviour
20. Build and maintain long-term relationship with the customers
21. Apply the knowledge of various factors in consumer behaviour for a successful sales interaction by customising the sales or service communication to the buyer after understanding the factors that appeal to the buyer
22. Identify different types of customers and their habits and behaviours and knowledge of how to handle them
23. Researching the market, consumer attitudes and competitors
24. Knowledge of concepts of Managing Demand, Capacity and Pricing Approaches
25. Knowledge of the role of marketing strategy in an organisation
26. Learn how to use a range of strategic planning tools
27. Develop a strategy to secure competitive advantage

28. Application of the management concept in an organisation
29. Understanding the purpose of an organisation and the inter-organisational dynamics
30. Understanding group dynamics and benefits and limitations of group-decision making in an organisation
31. Identify various motivational theories and their applications in the HR practices of organisations
32. Articulate current laws and regulations that affect sales and marketing manager's decisions
33. Analyse the impact of globalisation on customers, market and organisation and identify the international trade practices
34. Apply the knowledge of distribution system to manage channel partners
35. Identify various service industries, their processes and the skills required by these industries
36. Apply the service marketing principles to create effective delivery of services
37. Analyse the Growth of Service Sector Economy
38. Apply principles of advertising, sales promotion and direct marketing to create effective marketing promotion campaigns
39. Identify the objectives of rural marketing
40. Discuss the imperatives of rural marketing
41. Identify the application of sales and marketing fundamentals in a retail business
42. Apply business ethics and values to all transactions
43. Apply various accounting and financial principles methods and processes while making marketing management decisions



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11. Managerial Economics
12. Human Resource Management
13. Marketing Management
14. Business Laws
15. Financial Management
16. Basics of Retailing
17. Personality Development, Ethics and Values
18. Entrepreneurship Development and TQM
19. Sales Management
20. Product and Brand Management
21. Consumer Behaviour
22. Marketing of Services
23. Business Laws and Banking Practices
24. Industrial Training
25. Environmental Education
26. International Marketing and E- Marketing
27. Sales Promotion and Public Relation
28. Advertising Management
29. Rural Marketing
30. Research Methodology
31. Major Project Work

2.     **iii)     EMPLOYMENT OPPORTUNITIES FOR DIPLOMA HOLDERS IN  
                  DBM (SPECIALIZATION IN HRM)**

**The diploma holder in DBM (Specialization in HRM) will get employment in following fields**

- i)     Executive in small, medium and large scale manufacturing industry/Business enterprise/service sector
- ii)    Supervisor in Personnel, Administration and Human Resource department of small, medium, large scale industry/government department/ public sector undertaking/service sector/NGO
- iii)   Junior Executive in services such as
  - Transport Sector
  - Booking agency/Courier service
  - Fair/Event Management Entertainment Business Management/
  - Hospitality and Catering Management
  - Accommodation/Estate Management
  - Front Office Management/Tourist Business/Travel Agency/Amusement Park
  - On-line information Management
  - Business Counseling and Business information
  - Any business or social organisation
  - Office work place supporting service
  - Financial service organisation
  - Business Process Outsource Organisation
- iv)    Assistant Training Officer/Manager HRD
- v)     Assistant Manager/Officer/Incharge Recruitment Agency
- vi)    Administration of Educational Institutes
- vii)   Labour Welfare Officer in Industrial Organizations/Government Department
- viii)  Labour Inspector/Factory Inspector in Government Department
- ix)    Executive in rural development agency
- x)     Hospital Administration

**COMPETENCY PROFILE FOR DIPLOMA HOLDERS IN  
DBM (SPECIALIZATION IN HRM)**

1. Demonstrate understanding and application of basic concepts, theory and principles of management applicable to industrial and service sector
2. Demonstrate understanding and application of basic concepts, theory and principles of functional areas of human resource management such as procurement and placement, training and management development, performance appraisal, rewards and incentive communications, successful negotiation and collective bargaining
3. Assist in selection, recruitment of personnel effectively from various sources
4. Proficiency in using computers for effective functioning in the organization
5. Communicate effectively using various latest (modern) communication system and tools
6. Demonstrate problem-solving and negotiating skills with client, various agencies for maintaining conducive environment
7. Keep himself updated in his field of work by becoming self learner
8. Demonstrate understanding of basic accounting and costing principles, industrial and labour laws and taxation rules
9. Understands the working of industry in general and service sector and keeps liasoning with various agencies
10. Able to apply the approach of team building, conflict management and decision making, dealing with juniors and seniors
11. Awareness of various quality systems including benchmarking for efficient working of his organization and people
12. Exhibits good manners, etiquette, professional ethics
13. Knowledge about Industrial Laws
14. Knowledge of registering and starting their own enterprises
15. Knowledge of human resource information system

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11. Managerial Economics
12. Human Resource Management
13. Marketing Management
14. Business Laws
15. Financial Management
16. Basics of Retailing
17. Personality Development, Ethics and Values
18. Entrepreneurship Development and Business Ethics
19. Organisational Change and Development
20. Human Resource Planning
21. Labour Welfare and Social Security
22. Business Laws and Banking Practices
23. Industrial Training
24. Environmental Education
25. Human Resource Development
26. Labour Laws
27. Industrial Relations
28. Compensation Management
29. Research Methodology
30. Major Project Work

