

Retail Management Programme

in Dubai from May 2016 to December 2016



Executive Education
Indian Institute of Management, Ahmedabad

Retail Management Programme

in Dubai from May 2016 to December 2016

(A 21 days intensive programme delivered over 8 months)
(Last Date to submit application - May 11, 2016)

Background

The UAE's retail sector witnessed a great deal of change over the past 20 years. Gross mall retail space has mushroomed from 2 million in 1996 when the Dubai Shopping Festival started to over 40 million today. Dubai is a retail industry hub for the entire region. The region therefore needs a comprehensive skill and capability development programme for retail industry professionals who have honed their skills on the job. This is the prime motive behind this programme.

Programme Overview

Indian Institute of Management, Ahmedabad is India's best Management School (www.iimahd.ernet.in). According to the latest Financial Times (FT) Business School rankings for Global MBA Rankings 2016, IIMA has been ranked number 24 for its one-year Postgraduate Programme for Executives (PGPX) and **number 1 for the career progress**. IIMA is the only Indian Institution ranked in the top 25 List.

IIMA has designed this 21 days long intensive Programme in Retail Management, customized for the executives of the region. The programme will enable the working executives to return to the classroom two days every month and acquire knowledge and specialized skill of the retail industry.

Objectives

Most executives in the region have learnt retail management 'on-the-job.' The programme will enable executives with work experience to return to the classroom, acquire knowledge of the different principles and frameworks that form the foundation of the retail industry, reflect upon their practical experience, and develop a broad-based foundation to managing their businesses. The delivery of the programme is engineered to cross fertilize learning by bringing together participants from various backgrounds, and experiences, developing cross functional skills through intensive and practical curriculum taught by academics and experienced industry professionals.

Programme Design

The programme is uniquely designed to enhance learning by judiciously mixing classroom contact with practical assignments that the participants can implement at their work place. This will enable the participants to implement their classroom learning in the field and realize the practical value and relevance of the learning. Rather, the

value of the programme to the employers will be the tangible impact or value-addition. Keeping in view the requirements of the target audience and given the objectives of providing quality education and delivering the same in a cost effective and convenient manner, the programme design comprises learning through both classroom contacts and work-place based assignments. The programme consists of 15 modules that cover the strategic as well operational aspect of retail management. Each module would be supported by textual readings, cases and exercises relevant to the participants. During the intervening period between the direct classroom sessions, when there will be no face to face contact with the faculty, the participants will still have to be in contact with the faculty through email and telephone for guidance and discussion.

The programme is spread over 8 months. The programme would be delivered in 21 days through sessions on 2 days (Friday – Saturday) every month (for 8 months), on pre-announced dates. The last module (5 days) of the programme will be delivered at IIMA (Ahmedabad Campus). Specific preparations and requirements for each of the sessions would be provided prior to holding of the modules. The programme is intensive in nature and will require students to prepare one project report on businesses in the area of their interest.

Programme Contents

The programme is divided into several interdependent modules, each of which focuses on a different aspect or function of Retail Management.

- Understanding Retail Business
- Understanding Retail Consumer
- Finance Management
- Buying & Negotiations
- Category Management
- Pricing Strategy
- Building Retail Brands
- Online & Offline Marketing Integration
- Supply Chain Management
- Assessing Potential of Stores
- Store Operations
- CRM & IT Management
- Visual Merchandising & Store Layout
- Balance Scorecard
- Retail Strategy & Implementation



Faculty

The eminent IIMA faculty members have high quality academic track record, teaching, research and case writing experience, and exposure to organizational problem solving situations (more details on www.iimahd.ernet.in):

- Prof. Shailesh Gandhi
Fellow (IIM, Ahmedabad), B.E. (Chemical)
- Prof. Srikumar Krishnamoorthy
Fellow (IIM Lucknow)
- Prof. Arvind Sahay
Ph.D. (University of Texas, Austin),
PGDM (IIM, Ahmedabad), BTech (IIT, Kanpur)
- Prof. Piyush Kumar Sinha (Faculty Chair)
Ph.D. (SPU)
- Prof. Sanjay Verma
Fellow (IIM Calcutta)

Certificate

A Certificate of Participation will be issued by IIM Ahmedabad to the participants who have completed all the requirements of the programme including attendance of at least 80% of the direct class room contacts and submission of all assignments.

Who Should Attend?

The course is appropriate for mid-career professionals having 5 years of work experience in retail organization and seeking to revitalize their careers. The course is fairly intensive and the participants will need to commit a certain time every week for self-learning.

The earlier programmes have been attended by the participants from companies such as: Apparel Group: Tommy Hilfiger, ALDO, Freedom Furniture, Aeropostale, Coldstone Creamery, Book Plus; **Landmark Group:** SPLASH, Home Centre, E-Max, Shoemart, Max; Carrefour, SHARAF DG, Jackys, EROS Group, Eurostar Group, Adidas, Pfizer, ASTER Pharmacy, MAF Fashions, Gulf Optics, FineFair, London Dairy, Baskin Robbins, Toshiba, HP, Imation, Technomart, 3M Gulf, Shattaf Group, AFTRON, Uniworld, United Furniture, Choithram, IFFCO, Sultan Centre-Kuwait, Bridgestone, Supercare Pharmacy, Red Tag, Kamal Osman Jamjoom, Annabelle, etc.

Programme Details

Dates : Programme will start on May 27, 2016.
Timings : 10:00 AM to 5:30 PM
Venue : Dubai with concluding sessions at IIM Ahmedabad Campus.

Registration Process

Interested candidates are requested to submit the completed application form on or before May 11, 2016. Enrollments are based on first-come, first-served basis. Seats are limited hence apply immediately which will help to reserve your seat in this programme.

Registration Timelines are :

Last Date to submit Application
May 11, 2016

Enrollment Confirmation to Applicants
May 13, 2016

Course Fee Payment by Participants
Within 5 days of Confirmation

Course Material Distribution to Participants
May 18, 2016

Course Inauguration & 1st Module Class
May 27 – 28, 2016

Programme Fee

Fee includes Course Material, Lunch, Tea, Coffee, Snacks, & Certificate.

Full Payment:

AED. 27,000.00
(Full Fee to be paid within 5 days of confirmation)

Installments:

AED. 28,500.00
(PDCs need to be submitted within 5 days of confirmation)

- AED. 4,000.00 (within 5 days of confirmation)
- AED. 3,500.00 monthly payments paid every month for 7 months (cheques dated 5th of every month starting June 2016)

IIMA Campus Stay for 6 days will be charged extra. Flight Tickets need to be booked by the participant as per the convenience of Airline, Sectors and Class.

Contact Information

For Registration and any other information, please contact:

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Alumni Association

Please note that participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend a total of 21 days in one or more programmes to be eligible for alumni status and alumni identity card, both of which will be awarded on payment of one-time alumni fee of Rs.10,000.00

Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives (PGPX)
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 96 faculty members working in the following management areas and sectors:

Disciplinary Areas :

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organizational Behaviour
- Human Resource Management
- Production and Quantitative Methods

Interdisciplinary Centres and Groups:

- Centre for Innovation, Incubation, and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- Gender Resource Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation



International Management Development Centre (IMDC), located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is wi-fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT, and volleyball). Participants can also take advantage of the Institute's library.



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