



**SKILLS 2 CAREER**  
— Where Skills Meet Career —

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# Professional Training In Retail Management



## Course Objective

To work in the fast-paced, dynamic field of retail, students need knowledge, skill, and experience. This course in retail management prepares student for a profession in the retail industry. By teaching students essential techniques and concepts, the course aims to help students further their career.

What is a course in retail management? The primary purpose of the course is to introduce students to key issues and concepts associated with the retail environment. Topics covered in the course typically include business administration, visual merchandising, and marketing. After completing studies, students should have a general understanding of retailing theories, elements of the retail environment, and principles of retail management. Students may also be exposed to basic accounting and economic concepts.

## Career Prospects

The retail management industry offers dynamic careers for individuals possessing the right qualifications. With SKILLS 2 CAREER's Retail Management education, you can be a retail buyer, retail manager, sales manager, merchandise manager, or operations manager for a variety of businesses. Be a retail entrepreneur and enjoy a rewarding career that is both profitable and exciting!

There is no shortage of opportunities for our retail management students as they are guaranteed to show proficiency in establishing, managing, and developing a retail business. Whether you are eyeing to join a modest local retailer to gain experience or build a career with a well-known national retailer, you will never go wrong with SKILLS 2 CAREERS competitive retail management program.

## Course Title

Diploma in Retail Floor Operations

## Course Contents

Course is designed with 7 subjects

- ✓ Process of Distribution - SCM Concepts
- ✓ Retail Environment
- ✓ Consumer Behavior & Customer Service
- ✓ Retail Concept & Strategy
- ✓ Retail Store Operations
- ✓ Store Location & Layout Design
- ✓ IT Fundamentals

## Course Eligibility

Students who have completed their Higher Secondary (PUC) can enroll for this program.

## Placements

On Successful completion of the course students will be eligible for **Placement Assistance** from SKILLS 2 CAREER.

## Certification

On Successful completion of the course students will be certified by Scientific & Technical Education Development Council (STED COUNCIL) an Autonomous Body and a National Level Organization registered under Govt of Kerala and Indian NGO under National Capital Territory (Govt. of N.C.T) New Delhi, Government of India through SKILLS 2 CAREER.