

# MBA

Retail Management

**GEMS**  **B SCHOOL**  
 THE CAREER CATALYSTS   
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION



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- Bangalore • Mysore • Hyderabad • Chennai • Puducherry • Srinagar (J&K) •

# About GEMS B SCHOOL

Conceived by experienced academicians  
and inspired by accomplished professionals.

## Vision

Creating leaders and not just managers.

## Mission

Creating leaders and not just managers.

## Values

Effective, Ethical, Enterprising, Transparent,  
Student friendly and Market centric.

- Ranked 41st Best B school In India by The Indian Council for Market Research, 2012-2013
- Ranked 34th Best B school In India by Business Barons, 2013-2014
- Ranked in the premier B School category by Go-Getter in its B School ranking issue in 2013
- Awarded as the "Fastest growing B-School in India" by Business & Economy.
- SAP – Official Education Partner
- Network 18 – Industry Partner for Media & Entertainment Program
- Retailers Association of India ( RAI ) – Academic Partner for a very unique MBA in Retail.
- Offers programs in synergy with the industry with over 300 companies across industries.
- Offers industry Specific Certification programs from KPMG, PMI USA, IIT, SAP and Many more.
- Offers Indian and International Degrees in affiliation with
  - ◆ Bharathiar University, Tamil Nadu
  - ◆ American Heritage University of Southern California
  - ◆ South Asia university, UK.
  - ◆ University of Mysore, Mysore.
  - ◆ Karnataka State Open University, Mysore.
- GEMS B SCHOOL is present in Bangalore, Chennai, Hyderabad, Mysore, Puducherry and Srinagar ( J & K ) with centres opening up in many more cities including Columbo, London, Dubai and Nairobi.



- Established in the Year 1982
- Situated in Coimbatore, Tamil Nadu.
- Recognised by UGC / AICTE/Govt. India / Ministry of HRD
- Offers courses in Management, Medical sciences, Law, Nursing, Engineering etc.



## MBA in Retail Management

Retail Management has become a really exciting career option for MBA aspirants today. Groceries to Garments, Furniture to Electronics, everything is being sold through huge retail outlets and this has created plenty of managerial job opportunities in areas like Logistics and Supply Chain Management, Visual Merchandise, Human Resource Management, Accounts and Finance, Marketing and Sales etc.

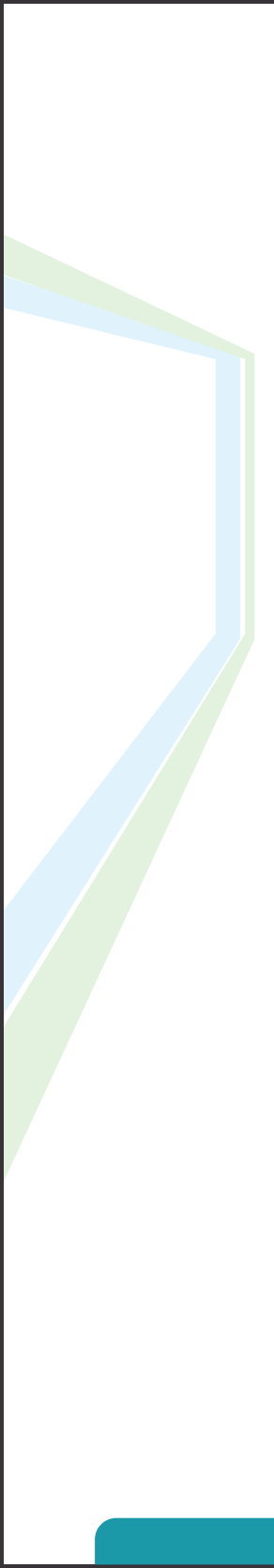
With international retail brands entering into the Indian market, competition has increased resulting in a huge demand for professionals qualified in retail management.

Due to its dynamic nature, Retail offers very good career growth coupled with attractive salaries. MBA's start their careers as Management Trainees and quickly rise to middle management levels and end up at the top in leading retail chains. The job also offers tremendous amount of job satisfaction coupled with job opportunities in Europe, US and the Middle East.

GEMS B SCHOOL for the first time in India offers unique MBA in Retail Management in association with the Retailers Association of India (RAI). The student will earn and learn, work and study and at the end of two years will have a UGC recognized MBA, a steady job with a good salary, two years of work experience and an exciting career to look forward to. From day one the student earns a salary and not a stipend.

Because of the growing market, favourable government policies, emerging technology and increasing buying capacity of the Indian middle class, Indian retail industry is growing and is expected to grow at a pace of 28% annually touching a turnover of 200 billion US\$ by 2016.

A career in retail is an excellent option, specifically for youngsters who are dynamic, who don't like dull and boring desk jobs, who like action filled jobs.



The uniqueness of this program is, GEMS B SCHOOL students will be exposed to theory and practice simultaneously, thus making them some of the finest in the Industry. Their class room learnings will get reinforced with their shop floor experiences thus making them seasoned retail professionals ready to take on challenges in the opportunity ripe retail industry. They will also earn a stipend which will partly defray some of their expenses.

The MBA degree will be awarded by Bharathiar University, which was founded in the year 1982. Bharathiar University is a government of Tamil Nadu owned University and is recognised by the UGC/ AICTE/ Govt of India. On the strength of this degree students can apply for employments in the Private sector, Public Sector and Overseas also.

The student on successful completion of two years of study and work is at liberty to continue in the same job or change to a better job. The student can avail the assistance of the GEMS B SCHOOL placement cells located all over India for his / her further placements in India and abroad. GEMS B SCHOOL has a dedicated, separate overseas placement cell specially to assist students who are aspiring to work abroad. This service is absolutely free for the students of GEMS B School.

Hostel accommodation is provided for Boys and Girls during all the two years of study and work at an extra cost. Hostel stay is optional.

Bank loan can be availed by the student from the bank where the student's parents are banking. After the student's admission the institute will provide the student with the necessary documents to be produced to the bank for the processing of education loan.

Fees can be paid in easy installments every three months over a period of two years.

Students who have completed or appeared for their Degree exams in any discipline can apply.

Unlike the usual MBA programmes this is a physically and mentally challenging program which requires the student's endurance.

This is a full time international post-graduate degree and not a diploma or executive MBA.

This is a Globally focused no-nonsense, hardcore, frills-free learning Programme conceived with the only intention of conditioning youngsters for challenging careers. Special inputs will be provided in personality development, English communication skills, Relationship management, Team building, Decision making, Leadership etc. One optional foreign language will have to be learnt compulsorily. One additional Computer Language will also be taught.

Each student will get a LAPTOP and a suit. The student will also be taken on a 2 day outbound workshop and several industrial visits.

The fees for this programme is designed to suit the purse of all sections of society.

## Salient benefits

- Wi-Fi Campus
- Faculty from industry
- Digital Library with Unlimited Access
- Team Building
- Free laptops
- Most economical
- Outbound Workshops
- Creativity
- Industrial visits
- Highly flexible
- Seminars
- Entrepreneurship
- Classes during Weekends
- Student friendly experimental learning
- Personality enrichment
- Aptitude test skills
- Industry Relevant Curriculum
- Excellent Environment



## Fee Structure

Rs. 3,46,000/- for the whole course payable in 8 installments

1st Installment: Rs. 65, 000

2nd Installment: Rs. 65, 000

3rd Installment: Rs. 36,000

4th Installment: Rs. 36,000

5th Installment: Rs. 36,000

6th Installment: Rs. 36,000

7th Installment: Rs. 36,000

8th Installment: Rs. 36,000

Installments to be paid once in 3 months over the 2 year period.





## Admission Procedure

Students can apply for this course by taking the Gems Admission Test ( GAT ) on [www.gemsadmissiontest.com](http://www.gemsadmissiontest.com).

### Eligibility

Any Graduation

### Duration

2 Years

### Classes

Weekdays



# Curriculum

## MBA in Retail Management

### SEMESTER –I

1. Management Principles and Practice
2. Organizational Behaviors
3. Managerial Economics
4. Financial and Management Accounting
5. Quantitative Methods for Management
6. Corporate Communication
7. Computer Applications in Management using SAP\*

### SEMESTER –III

1. International Business
2. Management Information System
3. International Retailing
4. Retail Planning
5. Logistic and Sales Promotion
6. Buyer Behaviour
7. Summer Placement Project Report & Viva-Voce

### SEMESTER –II

1. Operations Management
2. Marketing Management
3. Financial Management
4. Human Resource Management
5. Quantitative Techniques
6. Research Methods for Management
7. Computer Applications in Management using SAP\*- Practical

### SEMESTER –IV

1. Strategic Management : Indian Global Context
2. Retail Operations Management
3. Retail Sales Technique & Promotions
4. Retail Communication
5. Merchandise Management

# A FEW COMPANIES OUR STUDENTS WORK WITH





ALL LOGOS / TRADEMARKS USED ARE EXCLUSIVE PROPERTIES OF THE RESPECTIVE CORPORATIONS / COMPANIES



Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm.

Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruzii MSc, MBA, PhD.

Chairman  
GEMS B SCHOOL

◆ Contact us ◆



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