

# PGDM RETAIL MANAGEMENT

## NEWSLETTER

JANUARY'2019 - APRIL'2019

*“Aim higher in case you fall short”*

- Suzanne Collins

The Third trimester started with the aspirations of the students which is the key to powerful learning. Their expectations from themselves becomes the driving force to learn and achieve. The third trimester was full of excitement, new experiences, preparations for placement and summer internship, self-introspection and finally receiving the call letter from the corporate for internship.

The subjects taught to the students in trimester-III were Human Resource Management, Business Research Methods, Sales Management & Retail Selling Skills, Visual Merchandising, Financial Institutions and Markets, Digital & Social Media Marketing, Luxury Retail, Consumer Behaviour & Executive Communication. Special classes were conducted for Group Discussions preparation by the expert. Special emphasis was given on the attitude building in the students, apart from decision making skills, analytical and critical thinking. All above subjects have been taught using case study approach, articles discussion, presentations, group discussions, role plays etc.

Various workshops and guest sessions were conducted during the trimester in order to build their attitude and behaviour, enhancement of skillset, providing them exposure and opportunity to interact with the corporate and get a flair of the corporate world.

**An activity on “Attract to sell”** was organised on 17th January 2019. As a part of the VM class activity the students were asked to create the mood boards for the different themes such as love, life, success, holiday, marriage, travel, passion etc.



**Guest lecture on “Role of Retail & Marketing in Financial Services”** was organised on 19th January 2019. The resource person of the session was Mr. Abhishek Kansal, Assistant Manager - Aditya Birla Sunlife AMC Ltd. (Alumnus PGDM - RM batch 2015-17). He gave insights to the students on the scope of retail and marketing in the financial services sector.

A guest lecture on “Scope of Retail & Marketing in Management Consulting Firms” was organised on 9th February 2019. The resource person of the session was Ms. Juhi Gupta, Consultant, PWC (JIMS Alumnus PGDM-RM Batch 2015-17).



An activity on "Shadow Box Display" was organised on 14th February 2019. As a VM class activity the students were asked to create shadow boxes on different themes such as Beauty and Beast, Fairy Tale, Vintage, Devil, Ribbons & Pearls, Halloween etc.

A store visit to More Mega Store - Moments Mall, Kirti Nagar was organised on 7th March 2019. Students got the opportunity to interact with HR Manager and Assistant Store Manager and got the opportunity to understand various functional areas and departments of the store. Students also got an opportunity to understand and learn front end selling through direct observation method.



A Panel discussion on the theme: "Phygital Experiences: Redefining the Retail Sector" was organised by Creador, the Retail club of JIMS on 14th March 2019 at Jagan Institute of Management Studies, Rohini. Dr. Pooja Jain, Director, JIMS, addressed the attendees with a warm welcome and expressed her views related to Retail industry. The session was moderated by Mr. Anil Kumar Sharma, Chief Consultant Retail (Retd.) - Footwear Design & Development Institute (FDDI) Chief Retail Officer (Retail Skilling and Placement) and the panel comprised of eminent members from the industry –Mr. Anil Bhalla, International Business Head, Arvind Lifestyle Brands, Mr. Taranpreet Singh, General Manager (Retail Operations) - Kazo Fashion, Mr. Partha Jit Das Gupta, General Manager (Retail Operations & International Expansion) - Kama Ayurveda, Mr. Akshay Meher, Head HR, Da Milano, Ms. Charneeta Kaur, Head (Content, Design & Communication) - De&Di: Design and Digital Ex-Associate Director, Customer Engagement & Brand Merchandising – Snapdeal. Post the engaging discussion on the topic panellists answered queries of the students and audience. Each session ended with felicitation of the esteemed guest speakers and a best two questions from the audience were rewarded. Dr. Deepika Saxena, HOD-PGDM-Retail Management delivered a vote of thanks at the end of the Q&A round, acknowledging the efforts of each and every individual for successful completion of panel discussion.



**An industrial visit** was organised on 26th March 2019 at Neetee Clothing Pvt. Ltd., Gurugram. The purpose of visit is to make students aware about the production process of textile industry and to gain insight into practical knowledge to supplement the theoretical concepts. During the visit, the students were divided into two groups to learn about the apparel fabric, denims and stitching and saw the whole production process i.e spinning, weaving , finishing, packaging and other technical processes in detail. The practical experience makes students knowledge more realistic and clear.



**A Visual Merchandising– Live Window Display** was organized on 3rd April 2019 in which students created windows on different themes: Light-Camera-Action, Run-Play-Win, Spring-Breeze-Nature, History-Mystery-Victory, Redream-Romance-Relive, Raja-Rani-Kahani, Run-Conquer-Money. Students enthusiasm, efforts and passion for presenting the thoughts and concepts creatively through live display were commendable.



**PGDM-RM  
Batch 2018-2020  
Glimpse Of Trimester-III**

- ✘ **Workshops and Guest Sessions**
  - ☞ Role of Retail & Marketing in Financial Services
  - ☞ Scope of Retail & Marketing in Management Consulting Firms
  - ☞ Excel Workshops
  
- ✘ **Retail Club Activity**
  - ☞ Panel Discussion on Phygital Experiences: Redefining the Retail Sector
  
- ✘ **Industrial Visit**
  - ☞ More Mega Store Visit-Moments Mall
  - ☞ Neetee Clothing, Gurugram
  
- ✘ **Visual Merchandising-Live Window Display**

**Club Activities**

- ❖ Retail Club - Panel Discussion on Phygital Experiences: Redefining the Retail Sector
- ❖ HR Club- Theatrics in HR
- ❖ Finance Club- FINQZ
- ❖ E-cell Club-E-Summit

For evaluating the ongoing performance in academics mid term evaluation and various other assessments techniques such as case study, group projects, assignments were held in all the subjects.

Trimester III ended with the End Term Examination giving them the opportunity to show case their academic value addition through written examination.

**Dr. Deepika Saxena  
HOD (PGDM-RM)**