



- Luxury Retail
- Entrepreneurship
- E-Commerce
- Digital Marketing
- Retail Analytics
- Visual Merchandising
- Retail Banking



Equivalent to MBA Degree by Association of Indian Universities (AIU)

Accredited By National Board of Accreditation (NBA) For Excellence In Quality



NATIONAL INSTITUTIONAL RANKING FRAMEWORK
 MINISTRY OF HRD, GOVT. OF INDIA
 Ranks JIMS Rohini
 • 4th in Delhi
 • 43rd amongst Top Management Institutes of India

PGDM - RM

Post Graduate Diploma in Management - Retail Management

Dual Major Specialization

- RM+Marketing
- RM+Finance



MOVING TOWARDS
 SUCCESS

25 YEARS OF EXCELLENCE IN MANAGEMENT EDUCATION



HOD'S MESSAGE



Dr. Deepika Saxena
HOD, PGDM (RM)

Retail is one of the pillars of our economy and India is one of the fastest growing retail markets in the world. The expansion of organized retailing in India with the job opportunities has attracted the career seekers especially for the managerial roles. Based on interaction with the industry professionals, a key finding emerged that there is a need for programme that offers a deeper understanding of the retail industry and ensures an effective application of this knowledge. If you are looking for a career in retailing, marketing, HR, banking, e-commerce industry or want to become an entrepreneur; we can help you to achieve your goal. We provide real time exposure to the students by calling industry professionals and practitioners as subject expert faculty which gives an edge to the students to deal with present business situations. We create professionals and entrepreneurs who are job ready for the global retail market that are able to think strategically with global perspective. *WELCOME TO JIMS!*



INDUSTRY LINKAGES

JIMS Rohini is among the very few colleges in India which have NBA accreditation and AIU's equivalence to MBA degree for its PGDM-RM programme.

AWARDS AND RANKINGS

Awards & Rankings

- Ranked among **Top 5 institutions for excellence in employability** in 2016 by FICCI
- Ranked among **Top 3 institutions for excellence in faculty** in 2017 by FICCI

Global Academic Alliances

- Auckland Institute of Studies** (New Zealand)
- Malaysian University of Science and Technology** (Kuala Lumpur, Malaysia)
- Lincoln University College** (Kuala Lumpur, Malaysia)
- Harvard Business School through its HBX Unit** (Boston, U.S.)
- Nilai University** (Malaysia)
- University of Sunderland** (U.K)

Ranked
4th amongst
Top Private
B Schools of Delhi
2017

BW BUSINESSWORLD

"Best
Management
Institute
in North
for Quality
Intake
Students"

ASSOCHAM
INDIA

Ranked
3rd
amongst
Top Private
B Schools of Delhi by
Competition
Success Review
Nov. 2017.

competition
success review



Career Retail - A World of Multiple Opportunities

- o Department Manager
- o Retail Business Manager
- o Category Manager
- o Visual Merchandiser
- o Brand Manager
- o Retail Planner
- o Logistic Manager
- o Product Manager
- o Retail Banker
- o Store Manager
- o Operations Manager
- o Sales Manager
- o Research Analyst
- o Digital Marketing Consultant
- o Business Development Manager



India to become third largest consumer market by 2025.
Boston Consulting Group

2018	2019	2020	2021	2022	2023	2024	2025
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Kumar Rajagopalan
CEO, Retailers Association of India

"There are some great days and some not so great days, but never a boring day. This summarises a career in retail. Retailing is one of the oldest professions in the world. However the trade is also one of the most dynamic of businesses. The industry uses technology to the levels next only to NASA. The need to relate to individual customers, understand product, channel and place dynamics and also be commercially astute, makes retail a career for people with needs of high growth and superior rewards needs."

PROGRAMME HIGHLIGHTS

Programme Rationale

Based on initial feedback from the industry professionals, a key finding emerged that there is a need for programme that offers a deeper understanding of the retail industry and ensures an effective application of this knowledge. The expansion of organized retailing in India and the job opportunities that come with it, has attracted the career seekers especially for the managerial roles. The youth wants to aspire to have a career in retail and have a constructive growth in the industry. JIMS takes prides in providing a solid business education while focussing on the dynamic, competitive field of retail through its PGDM-Retail Management programme. PGDM - RM aims to create a primary resource center for all retail manpower specialization. The programme provides unique educational and career development opportunities through a range of different modules. This programme is highly industry focused and aims to fulfill all its requirements by providing a foundation in management and focussing on core retail areas like visual merchandising, e-commerce, luxury retailing, franchising, customer service, selling skills, store operations, retail marketing, digital marketing, retail analytics, retail banking etc.

Programme Overview

PGDM -RM is a two-year full time AICTE approved programme that explores the most contemporary and cutting edge approaches and concepts in Retail Management.

Developed in conjunction with experts from the retail industry, the programme has been designed to give the students a theoretical and practical basis as career preparation in the retailing profession.

Programme Structure

PGDM (RM) is a Dual Major Specialization programme giving an opportunity to the students to select among the following streams

- Retail Management + Marketing
- Retail Management + Finance



Indian Retail accounts for over 10% of the Country's GDP and around 8% of the Employment.





JIMS Edge In PGDM-RM

- > Integrated & Multi-disciplinary Programme
- > Innovative Teaching Methods For Analytical And Problem-solving Skills.
- > Emphasis On Communication Skills, Personality Development, Team Management And Other Interpersonal Skills
- > State Of Art Classrooms And Exclusive Visual Merchandise Lab
- > Experiential Learning Through Strong Industry Academia Interface
- > Mandatory Industry Internships, Live Projects And Research Projects
- > Meritorious In-house Faculty And Practising Professionals As Visiting Faculty
- > Industrial Visits To Different Retail Formats To Understand Front End And Backend Operations
- > Regular Visits And Interaction With Indian And Globally-renowned Retailers For Practical Exposure
- > Mock GDPI Sessions From Industry Experts
- > Personality Grooming Sessions
- > Environmental Scanning Classes By Experienced Academicians & Industry Experts
- > 100% Placement Record of Previous Batches.

India's Retail Market is expected to grow at a Compound Annual Growth Rate (CAGR) of 10 per cent to US \$1.6 trillion by 2026 from US \$641 billion in 2016.



Physical Facilities & Infrastructure



Indoor Sports Room



CRMC Centre



Well Stocked Library



Indoor and Open Cafeteria



Amphitheatre



VM Lab



Computer Lab



Separate Hostel for Girls & Boys



Air Conditioned Classrooms



Industry Professionals as Visiting Faculty



Mr. V.K Mehta
Former General Manager-Marketing
Bharat Electronics Ltd.



Mr. Gaurav Vashisht
CEO-Green Decor



Ms. Anandita Bhandari
CX Professional & Corporate Trainer



Dr. Bhavna Chadha
VP - Corporate Relations &
Alliances, Laureate International



Ms. Mridu Vijh Kataria
Fashion Business Educator
and Consultant



Ms. Meenal Babbar
Sales Head, BIBA Apparels



Ms. Ruchika Dugal
Corporate Trainer



Mr. Avijit Ganguli
Ex VP Bata India



Mr. Manpreet Singh Sandhu
International Corporate Trainer
& Consultant



Divya Kumar Gupta
Director- Focus Infosoft Pvt. Ltd.

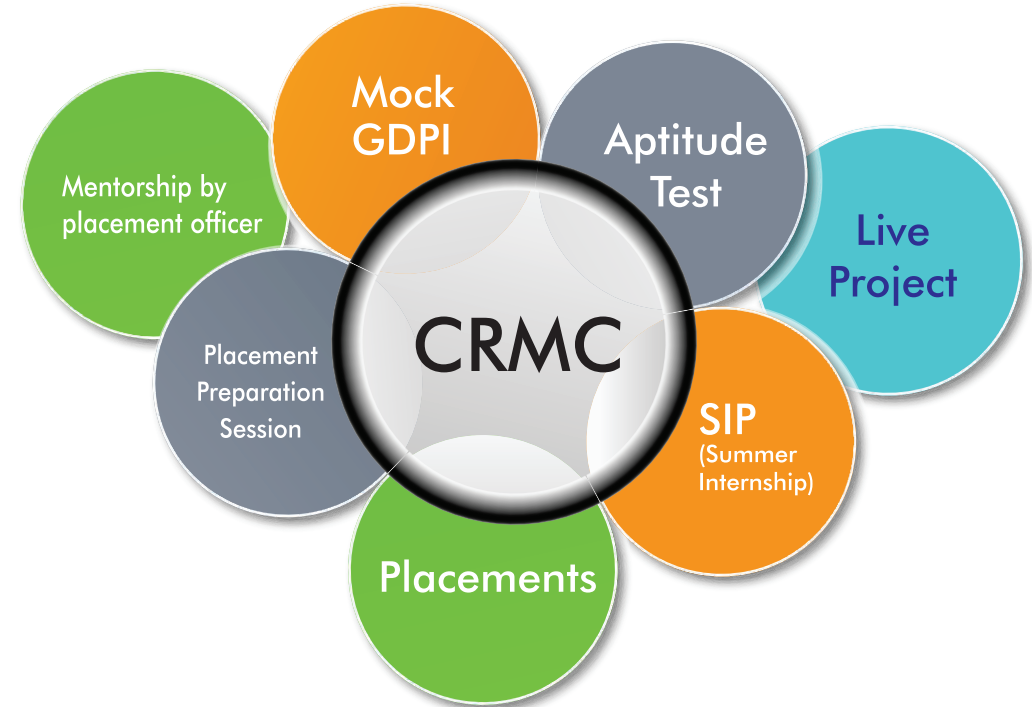


OUR TOP RECRUITERS



LIVE PROJECTS & INTERNSHIPS





Retail Club- “Creador”- Connecting with Retail World

Retail Club enables students to analyse, track and explore the innovative changes in the world of retail. Its mission is laid on 3S ie to share knowledge, spread values and show leadership. As a part of club activities various forms of indoor and outdoor activities are planned such as Branding and Selling Activities, Trunk Show, Fashion Cafe, Luxury Retail Workshop, Social Responsibility Projects, Excursions, VM Competitions, Brand Quiz, Styling session, Industry Talks etc.



OUR BRAND AMBASSADORS



Vaibhav Mittal
District Manager Sales
Home Credit Finance
(2015-17)



Gaurav Malik
Business Development Manager
Stag International
(2011-13)



Madhuri Sharma
Visual Merchandiser
Marks & Spencer
(2012-14)



Abhishek Saini
Brand Consultant
Louis Vuitton
(2012-14)



Ankita Bhadula
Process Associate
Royal Bank Of Scotland
(2011-13)



Jasmeen Kaur
Assistant Visual Merchandiser
Marks & Spencer
(2012-14)



Shalvi Rastogi
Business Development Executive
IndusInd Bank
(2016-18)



Ankush Khurana
District Manager Sales
Home Credit Finance
(2015-17)



Akash Sethi
Business Trainee
ICICI Prudential
(2016-18)



Siddharth Aggarwal
Client Service Executive
Crystal Hues Ltd.
(2015-17)



Abhishek Kansal
Relationship Manager
Birla Sunlife AMC Ltd.
(2015-17)



Vidhi Sethi
Client Executive
NIIT Ltd.
(2016-18)



Shreya Singh
Customer Development Officer
Colgate Palmolive
(2016-18)



Ramandeep Singh
Management Trainee
V2 Retail Pvt. Ltd.
(2016-18)



Shruti Jain
Assistant Concept Manager
Landmark Group
(2015-17)

Eligibility Criteria & Selection Procedure for PGDM-RM

The candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA, of any of the universities or declared to be deemed as a university or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

The Candidate has to appear in the Admission Test (CAT/MAT/ATMA/XAT/CMAT). Obtain, fill in and submit the application form to JIMS

Scholarship Scheme

Scholarships based on past academic record

To encourage meritorious students, JIMS offers merit cum performance based scholarship to the applicants who have a good academic record in the past and are also able to maintain the stipulated merit in the trimester examinations

Scholarships based on performance during the programme

Merit scholarships are awarded to the students based on their academic performance in every trimester final exams.



Life @ JIMS



Jagan Institute of Management Studies

3, Institutional Area, Sector- 5, Rohini,
New Delhi- 110085.



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08860003123

011-45184000, 45184025 www.jimsindia.org

011-45184032 retailadmissions@jimsindia.org