



POST GRADUATE DIPLOMA IN MANAGEMENT RETAIL MANAGEMENT (PGDM-RM)

- *Approved by AICTE, Min. of HRD, Govt. of India*
- *Accredited by National Board of Accreditation (NBA) for excellence in quality*
- *Granted equivalence to MBA degree by Association of Indian Universities (AIU)*

BATCH 2021-23

PRE INDUCTION COURSE MATERIAL



JAGAN INSTITUTE OF MANAGEMENT STUDIES
*3, Institutional Area, Rohini, Sector-5,
Delhi -110085*

Dear Students!

Welcome to PGDM Retail Management Batch of 2021-23 at Jagan Institute of Management Studies, Rohini, Delhi.

With a legacy of more than 27 years of quality management education, we stand committed to provide consistent and high-quality learning environment blended with right mentoring, nurturing and coaching to ensure you a successful career.

The times are changing fast, and with the pandemic of Covid-19 subsuming the entire globe, the way business and life are run will entirely change and we will see emergence of newer models and ideologies. At this juncture, it is very important for you to have a fair understanding of concepts of management and its facets before joining the academic session in the campus.

To facilitate better learning and understanding, the faculty at JIMS Rohini have created a pre-induction module for you to have a glimpse of management life ahead and ensuring your engagement before you formally join us. This module is a pre-cursor to the course and designed with utmost care and passion.

The module covers basics related to economics, human behavior, marketing, accounting and finance and general management prepared by specialist faculty in that area. Each subject specific module has two to three assignments and covers reading, book recommendations, activities, write-ups, videos to watch and assignments to be done. The module has to be completed and submitted by 31 July 2021.

The module requires discipline, dedication and self-motivation, please plan your time accordingly and complete the module with utmost sincerity.

We look forward to your experiencing an engaging and enriching time working on the modules. In case of any query you can write to us at anjali.khantwal@jimsindia.org, or himani.dhawan@jimsindia.org.

Happy Learning!

Dr Deepika Saxena
HOD PGDM Retail Management
JIMS Rohini Delhi

Index		
S. No.	Description	Page no.
1	Economics	4 – 5
2	Basic Accounting and Finance	6 – 8
3	Human Behavior	9 – 10
4	Marketing	11 – 13
5	General Management	14
6	Retail Management	15

Instruction for Submission

1. All subject assignments must be done separately in MS Word for the ease of submission to Faculty.
2. The assignment must be typed in Times New Roman, Font size 12, justified margins
3. Your name and subject name must appear on the first page of the assignment.
4. All subject files must be prepared separately and saved as subject name_Studentname.doc
(example BasicAccountingandFinance_ShwetaSingh.doc)

ECONOMICS

Not only is economics a subject of study, it finds practical entry into everyday life. Its applications are in areas of business operations, government policy, market transactions, international trade, developmental challenges as well as social issues.

Some variants of economics will stand open to your understanding and scrutiny in the coming days. But you can begin right away. Work on the following tasks, they will brighten your thoughts!

Background:

Thinking casually as well as deeply is the first step in the direction to gain knowledge and seek answers to problems and issues that surround us. Economics is a field of study that is derived from our routine and special circumstances that touch the lives of each one of us.

Intention/Expected Outcome: *The assigned task is intended to push you into thinking so that you start looking for answers.*

Assignment 1

The task: *Given below are ten questions that should be answered in one word/phrase/sentence only. (Detailed explanations are not required.)*

How to do/hint: *You will be able to answer most of the questions without any consultation from books/online reading material; however, you may explore the available sources to gain clarity, if required.*

1. When planning to go to a friend's party, what is a major decision that you need to take?
2. As healthcare infrastructure is weak in India, what do you suggest to the Government of India/Government of (your State)?
3. What is a major reason for inter-state water disputes in India?
4. Why is US important to the world?
5. Why do doctors earn less than sportspersons, even though the work of the former is more important than the latter?
6. Is subsidized food a good way to reduce hunger/food poverty?
7. A very small percentage of Indian population pays taxes. Do you agree?
8. Poor generally have more children. Why?
9. Why do many government enterprises run into continuous losses?
10. Why do most businesses overlook environment for profit-making?

Assignment 2

Context

Trust is the foundation of all interactions on this earth. It is gaining greater relevance with changes in both nature of marketable products and means of transactions.

Learning Objective

To gain understanding of a new dimension of economic transformation

To do

Watch the video playlist (7 videos) of Ted Talks - The economy of trust. How to do Open and view videos using the link https://www.ted.com/playlists/366/the_economy_of_trust

Write a short summary (maximum 200 words) for **any two** of the videos.

BASIC ACCOUNTING AND FINANCE

Accounting and Finance are very relevant and useful courses in the PGDM curriculum. In any future role, as a manager, competitor, leader or financial analyst, a management student is required to be comfortable with analyzing and interpreting financial statements. Managers in business organizations face several decision-making situations every day. In many cases, the accounting information that contains data has a direct effect on the decision making process in long term. In order to do the interpretations and analysis of financial statements and to understand the impact of decision making on financial performance of an organization, a management student must have the understanding of basic accounting and finance concepts.

Reading and Learning

1. Objective: To enable students to understand and learn basics of accounting through online videos.

You are required to study the following basics of accounting from the suggested references give at the end. For your reference and better understanding, some links of YouTube videos have been shared.

a) Basic Terminology used in accounting

- <https://www.youtube.com/watch?v=WE6NZgwRMrY>

b) Accounting Principles (GAAP)

- <https://www.youtube.com/watch?v=PxoGqVgWXLo&list=RDCMUC245KWpRl8cIkTzEsdV5WMw&index=2>
- <https://www.youtube.com/watch?v=r5nnwRzELnQ&list=RDCMUC245KWpRl8cIkTzEsdV5WMw&index=6>

c) Classification of Accounts

- <https://www.youtube.com/watch?v=P31c7Itqu7k&list=RDCMUC245KWpRl8cIkTzEsdV5WMw&index=3>

d) Golden Rules of Accounts /Accounting Rules of Debit and Credit

- <https://www.youtube.com/watch?v=EBcjGWoxjDc&list=RDCMUC245KWpRl8cIkTzEsdV5WMw&index=4>

e) Story about accounting

- <https://www.youtube.com/watch?v=b1G0IplVbiE&list=RDCMUC245KWpRl8cIkTzEsdV5WMw&index=5>

f) Journal, Ledger and Trial balance

- <https://youtu.be/0R0SNfYgmjc>

g) Basics of Financial Statements

- <https://www.youtube.com/watch?v=aA8nVYNonV4>

h) Basic Accounting Concepts

- <https://drive.google.com/drive/folders/1-uGSQUdhhLIHp75iYrsEvEwmOGMZBsIl?usp=sharing>.

Some other useful links to understand accounting

- <https://youtu.be/rN0xqUj0MJE>
- <https://www.youtube.com/watch?v=VYNTBWBqncU>
- <https://youtu.be/-YVkJkYNQ>
- <https://www.youtube.com/watch?v=ICDJrsg4abg>
- <https://youtu.be/CAVaV-96eBk>

***You may also refer to the following books for understanding of basic accounting.

- (a) Double Entry Book Keeping by T.S. Grewal
- (b) Financial Accounting by D.K. Goel

Assignment 1

Objective: To enable students to identify and understand various accounting events and important components in the financial statements.

Activity: You are required to download the Financial Statements (Profit & Loss Account and Balance Sheet) of a company and provide the following information:

1. List of Current (Short Term) Assets and Long Term Assets
2. List of Current (Short Term) Liabilities and Long Term Liabilities
3. Amount of Revenue in the company.
4. List of Direct Expenses and Indirect Expenses.
5. Brief on Net Profit and Operating Profit.

Assignment 2

Objective: To acquaint students to apply leanings to real life situation and at the same time learn from the practices being followed by the Indian government (MoF) and RBI amidst economic crisis.

The crisis of covid-19 has affected almost all the countries all over the world. It has led to economic and financial crisis in various countries including India. Reserve Bank of India (RBI) and Finance ministry have taken some measures to contain the effect of Corona on Indian economy.

List down measures taken by RBI and Finance ministry (5 in each category) and their possible impact on Indian Economy.

HUMAN BEHAVIOR

Research indicates that the business landscape is constantly evolving to cope with the COVID-19 pandemic. In fact, it is changing human attitudes and behaviors today and compelling organizations to respond. The workplace has changed and the way corporates work will never be quite the same again. COVID-19 has altered the experience of being a customer, an employee, a citizen and a human. The pandemic has accelerated trends such as remote working, digitization and the adoption of new technology, calling for new and upgraded skills in the post-COVID world. The skills needed in the present times include adaptability, creativity, problem solving, **interpersonal and** emotional-based – like empathy and resilience– as well as time management, communication and many more. Keeping this perspective in mind, the present module has been designed. There are four sections in this module:

Assignment 1

Rendezvous with Inspired Thinkers

It's a gospel truth that inspiring talks have the power to change attitudes, lives and, ultimately, the world at large. Listen to the powerful talks of the world's most inspired thinkers on the following web links and prepare a summary of the learnings that you imbibe from each of these narratives:

- 1) *How to be your best self in times of crisis / Susan David / TED Talks*

https://www.ted.com/talks/susan_david_how_to_be_your_best_self_in_times_of_crisis?referrer=playlist-the_most_popular_talks_of_2020

- 2) *Business Lessons That You Can Learn from The Streets of India / Capt. Raghu Raman / Josh Talks*

<https://www.youtube.com/watch?v=12eD3K5Peu8>

Assignment2

Reading Delight

Reading is one habit that every budding manager must cultivate as it not only helps him/her gain managerial perspective but also provides an insight about various genres of life. Read the book “Who moved my Cheese by Spencer Johnson”.

- a) Prepare a brief write-up of the wisdom gained from the book in 200 words
- b) In the book, the writings on the wall has been inspiring to bring change. Which one did you like the most and why? (Any 5, 200 words)

Assignment 3

Evaluating Your Responses to Outside Triggers

Exercises that focus on outside triggers (environmental responses) are the hardest to practice but they also get a lot easier to do every time you understand and analyze them. Hence make yourself aware of your responses to the environment.

In order to develop insight in this context introspect and answer the questions below-

When was the last time?

1. You received criticism positively
2. Asked someone for an advice and paid attention to it
3. Apologized for a past mistake
4. Said 'No' to an opportunity

	When and why did it happen?	Your Learning
1		
2		
3		
4		

MARKETING

The on-going pandemic has changed the way businesses operate. It is also making it hard to predict what Marketing and Sales will look like when we enter the post-COVID-19 era. Many brands have moved online, OMNI channel formats have emerged, digital marketing has seen an upsurge by companies and many employees will continue to work remotely or in a fusion setting for much of next year. Artificial intelligence, Machine learning, Virtual Reality are various technologies used by marketers to engage with their consumers. Most of the marketers in the last one year learned, adapted and made best use of their resources to steer the brand in the direction they felt is right.

Objective of the Module: To develop critical thinking through engagement and reflection with existing marketing literature and new developments in the marketing environment. Please attempt all 4 questions

Assignment 1

Google processes two-out-of-three Internet queries made each day. We search for many things in life – we search for love, happiness, health, and search for answers to the questions of our times. We all wonder WHY. What did the world wonder “why?” about in the year 2020? Google tracks searches on an individual country basis as well as globally. Lists are based on search terms that had the highest spike this year as compared to the previous year.

- a) Which of the topics did you search for in 2020? List at least 10 topics which you searched the most
- b) Compare your searches with Google results from the given link searches: <https://trends.google.com/trends/yis/2020/GLOBAL/>
- c) Discuss the reasons for the similarities and difference which occur between your search and top trends.
- d) Why do you think it is important for marketers to study these trends? Discuss any 3 applications of these trends by organizations which have helped them to achieve better business in current times.

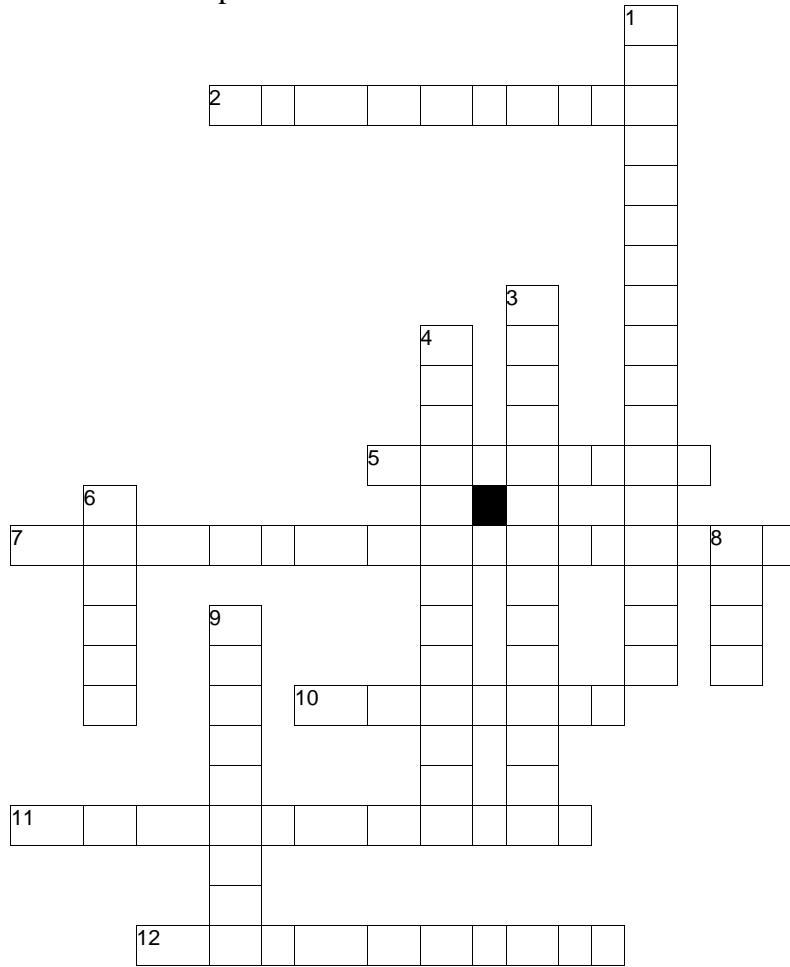
Assignment 2

Due to the flare up of Covid 19 people have changed the way they shop and are effectively shopping on the web. With this expansion in online shopping numerous brands are recruiting digital marketing companies to equip themselves of the present-day advertising patterns. According to a report by Forbes more than a quarter of marketers are spending 90% of their budgets on digital marketing. The field has become so crowded that it is excruciating for brands to perform and show up results. Discuss the journey of a brand that fueled its business in the year 2020-21 with the help of Digital marketing. Write in detail about at least 5-7 digital trends being used by the brand and what benefit did it provide to the brand. Further, conclude the discussion by enumerating the trends that you perceive to be promising for the next few years and why. The work has to be done in a word document. We suggest, do it like a project with the help of lots of pictures and infographics.

Put the source reference under everything you take from the net. Any plagiarism in the text if found, will be penalised.

Assignment 3

Crossword: Life is like a puzzle in the current times and we are all trying to fill the gaps. There are lot of marketing concepts and developments which can be solved through this puzzle. So let us put in some efforts to solve the puzzle and learn.



Across

2. You may see these when you are looking out the window on long road trips, usually very large and there is an advertisement on them
5. marketing central focal point is:
7. A form of reaching out to customers through social media is part of:
10. A social media platform which most celebrities use:

Down

1. Every company tries to spend money on building relationships for:
3. Some sort of deal on a product/service; the second word may also refer to an employee moving up in their career
4. These often interrupt your favorite TV show, but are a successful way for businesses to advertise their product/service

- 11.** Companies pay to communicate their product/service to potential customers through this process
- 12.** which industry is doing the best in Pandemic:
- 6.** which Indian company is among the best mobile service provider in the world:
- 8.** What this organization says about a company displays an image of the company to potential customers; today you be sure you are reading or watching any “fake” versions of this
- 9.** pandemic has changed the way consumers shop

Just write the number and then the answer.

Assignment 4

Watch videos on You Tube related to “how to make videos for effective marketing campaigns” and make a 30 second -1 minute video on any product/ service brand of your choice. The same has to be saved in the mp4 format. This should be compressed enough to ultimately fit in the email size.

GENERAL MANAGEMENT

This section comprises scanning of contemporary environmental situations and strengthen critical thinking, analyzing and decision making abilities.

Assignment 1

Objective: To develop a sense of Media Literacy in order to critically comprehend the current economic and political environment

Exercise: Go through 5 news reports from different news websites related to the current pandemic, especially in the context of India and analyze its socio-economic effects. Also try to develop an understanding in terms of how the situation could have been handled better, thereby reflecting effective governance and public policy strategies. (500-1000 words)

Reference: Use the digital versions of the following news websites and pick up 5 reports from each.

1. The Hindu
2. The Indian Express
3. Scroll
4. News Click
5. The Wire
6. NDTV

Assignment 2

Objective: To develop an elementary understanding of some pressing social issues in our country

Exercise: Do an Internet research and write a paragraph (200 words each) on **any two** of the social issues mentioned below. The write-up must be solution-oriented rather than problem-oriented. You may include the work of an NGO that you may be aware of which is working in the given domain.

1. Child Rights
2. Women Empowerment
3. Climate Change
4. Public Health
5. Waste Management
6. Mental Health
7. Right to Education
8. Digital Literacy
9. Senior Citizens
10. Water Conservation

RETAIL MANAGEMENT

Objective: Gaining retail insights through YouTube videos

You all are required to see the videos and gain insights on retail technology and innovation in India and across the globe. Following links are suggestive in nature, you may explore more for your learning.

- **Evolution of retail in India**
<https://www.youtube.com/watch?v=lmuKoz9aWGY>
- **How the COVID-19 pandemic could change the retail industry?**
<https://www.youtube.com/watch?v=DvgPDB7Tf6U>
- **The 5 Biggest Retail Trends in 2021**
<https://www.youtube.com/watch?v=trqzCldlYzM>
- **Inside India's High Tech Retail Store - Decathlon**
<https://www.youtube.com/watch?v=VF15Gjbp3Ug>
- **Robots in Warehousing**
<https://www.youtube.com/watch?v=8gy5tYVR-28>
- **How Amazon Delivers On One-Day Shipping?**
<https://www.youtube.com/watch?v=Yiafb0-gqF4>
- **Amazon's Cashier-less Store!**
[Amazon's Cashier-less Store! - YouTube](#)
- **What will the Consumer Journey in Retail Look Like in 2025?**
<https://www.youtube.com/watch?v=hZIZfw1oENg>
