



## Advance Diploma in Retail Management

Advance Diploma in Retail Management (ADRM) is a Diploma level Retail Management course. This course is designed for the beginners who have just stepped into the business world. The student can select from a wide range of specialization subjects offered by the institute. Advance Diploma in Retail Management course combines the Knowledge, Skills and Attitude driven by Market Realities to help an individual on the threshold of career. This course provides good knowledge of management essentials. Above that, it also provides a thorough knowledge of the subject of specialization. It is designed for students for professional development. Successful students will achieve practical skills to progress their careers within their professional careers. The course would be of interest to students from a wide-range of backgrounds and professions who are looking to further increase their knowledge and develop their careers.

### Advance Diploma in Retail Management (ADRM) Syllabus

Syllabus of Retail Management as prescribed by various Universities and Colleges.

Sr. No.	Subjects of Study
1	Retail Marketing Skills
2	Retail Environment
3	Retail Operations
4	Consumer Behaviour
5	Customer Service and Concepts



# केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**

AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA

REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA

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सत्यमेव जयते

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