

Programme Pedagogy

- The MDP will be extremely interactive with lots of simulation exercises, audio-video presentations, case studies and discussions.
- Top two participants who show maximum involvement and learning will be entitled for a surprise gift.



Your Investment:

- To participate in this Management Development Program you need to register before 20th April 2012 by paying a registration fee of Rs. 1,200/- (Rupees one thousand two hundred only).
- Group discount of Rs. 200/- (Rupees Two Hundred Only) per participant will be given for groups of four and above from the same organization.
- The registration fees will include cost of the course material, delegate kit, morning and evening tea and lunch. All participants will be given a participation certificate.

Sri Sri Institute of Management Studies (SSIMS):

Inspired by compassion, commitment and cosmic understanding of life of His Holiness Sri Sri Ravishankar, Sri Sri Institute of Management Studies (SSIMS) was established in 2006, with a vision of being a management school having a passion for academic excellence, uncompromising human values, and sensitive social conscience. It not only prepares trained professionals for the rigors of a competitive corporate world but also inculcates spiritual and ethical values which are equally important in the metamorphism of business and industry. These are the values that make an individual shine apart. SSIMS offers a 2 year full time UGC Recognized MBA Program. Besides the regular courses in the curriculum, specialized courses such as 'Seva Activity', 'Entrepreneurship Development' and 'Retail Management' form an important part of the program.

For Registration, Contact:

Prof. Andrea Almeida

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**Sri Sri Institute of Management Studies
Goa.**

Announces a

Management Development Programme

On



**On 25th April, 2012
From 9.00am to 5.00pm**

**At
SSIMS Campus, Margao, Goa**



Objective of the Management Development Programme

The Management Development Programme will familiarize and equip participants with simple and easy to use management tools which retailers could successfully administer for achieving higher levels of retailing success and profitability.

What is Offered:

- Marketing Concepts for Success in Retail Sector.
- Understanding Retail Scenario Global, National and Local.
- Finer Techniques of Store Management.
- Effective use of Store layout, Merchandising, Signages etc.
- Retail Customer Management and Satisfaction Management.
- Retail Strategy
- Tools such as TFA technique.
- Retail Store Performance Management Techniques.

Who should Attend:

- This Management Development Program is meant for middle and top level practicing/working professionals in the Retail Sector, irrespective of the size of business.
- All people engaged in retail business irrespective of the nature of business will benefit immensely by attending this program.
- Departmental store owners, Kirana store owners, Pharmacy owners, Garment stores owners etc.
- Employees of various retail organizations.
- Entrepreneurs and Sole proprietors in retail business and those planning to venture in retail business.
- Educators and Faculty members dealing/interested with retail sector.

Resource Persons for the MDP:

★ Dr. Pradeep B. Salgaonkar (PhD)
Dr. Salgaonkar is having wide industry and academic experience of over 20 years. He has undertaken various consulting and training assignments in organizations such as Bosch, Goa Bagayatdar, SMRC, GMC, ISBT, GIRDA, Sangath etc. He has keen interest for research in Service and Retail industry and has authored many cases, including video cases in retail sector based on real organizations. He teaches Retail Management course for last several years at various management institutes including SSIMS and Faculty of Management Studies, Goa University. Dr. Salgaonkar is presently the Director of Sri Sri Institute of Management Studies (SSIMS) and he conceptualizes and offers many MDPs and FDPs in various areas at SSIMS.



★ Prof. Vilas G. Waikar
Prof. Waikar is having vast experience in corporate, academia and consultancy. He is a graduate and postgraduate in Engineering, post graduate in management as well as a lawyer by education and is currently pursuing his Ph.D. He is an Associate Member- Institute of Engineers (India), Fellow of Insurance Institute of India, Fellow of Institute of Valuers of India, Associate of Chartered Insurance Institute, the UK. He has held senior management positions in industries like Insurance, Education, and Mining etc. At present he is an independent consultant as well as visiting faculty to various engineering and management institutes.



★ Prof. Andrea Almeida
Prof. Andrea is an engineer and a MBA and has experience in corporate and academia. She is currently pursuing her Ph.D in Management in the broad area of Consumer Behaviour. She teaches courses in Marketing, Brand Management and Consumer Behaviour and has been associated with Sri Sri Institute of Management Studies for the last three years.



Programme Schedule

9.00 am to 9.30 am	Registration
9.30 am to 10.00 am	Inaugural
10.00 am to 11.00 am	Marketing concepts
11.00 pm to 11.15 am	TEA BREAK
11.15 am to 12.15 pm	Retailing Scenario
12.15 noon to 1.45 pm	Store Management
1.45 pm to 2.30 pm	LUNCH BREAK
2.30 pm to 3.30 pm	Customer Management
3.30 pm to 3.45 pm	TEA BREAK
3.45 pm to 4.45 pm	Retail Strategy
4.45 pm to 5.15 pm	Interactive Session
5.15 pm to 5.30 pm	Valedictory

