



Postgraduate Diploma in Retail Management (PGDRM)

Course Code: NBP105

Awarding Body: NCFE

Duration: 06 Months Fast-Track
12 Months Full-Time
24 Months Part-Time

NCFE is a UK National Awarding Body established in 1848 and is recognised as an Awarding Body by the Qualifications and Curriculum Authority (QCA) in England, the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland, and the Qualifications, Curriculum and Assessment Authority for Wales (DELLS).

Introduction

The Postgraduate Diploma in Retail Management (PGDRM) responds to the growing demand for retail professionals who have the intellectual and practical abilities necessary to cope with the pace of change in the retail industry.

Retail is one of the fastest growing sectors around the world. It is also thought to be one of the most exciting fields for a management career as it offers tremendous scope for regular and direct interaction with consumers.

The retail sector has witnessed a boom in the recent past across the globe, opening up several interesting opportunities for careers in different segments and at different levels. The growing demand for consumer products around the world is expected to give a further boost to the growth of the retail sector.

The Post Graduate Diploma Program in Retail Management is meant to prepare students/executives to take advantage of the growing opportunities to make successful careers in retail and related fields.

Course Aims

The main aim of the course is to:

- ❖ provide students' with a high level of knowledge and understanding of the concepts and processes involved in retailing and to equip them with the practical, research and analytical skills necessary for a professional career in the retail trade or an allied sector;
- ❖ develop knowledge of contemporary retail management issues at the strategic level;
- ❖ describe and analyse the way retailing works, specifically the key activities and relationships;
- ❖ provide an academic underpinning to the above through the application of retailing theory and research;
- ❖ focus on branding, logistics, channel relationships and supply chain.

Course Market

The course is aimed principally at providing a Masters level qualification for the following markets:

- ❖ employees in top management positions or with significant management responsibilities wishing to develop their skills in bringing about market-led strategic change in organisations;
- ❖ jobholders who seek to gain a specialization in retail management, underpinned by conceptual knowledge in context of retail operations, the issues facing retail buyers in different types of retail organisations, the activities of retail managers and their interaction with other functional areas.
- ❖ those who seek to understand the decision-making process, to develop a corporate strategy and to specify the key success factors for a retail company;
- ❖ graduate/professional students seeking progression to a postgraduate qualification;
- ❖ overseas students seeking to gain an international professional qualification in retail in the United Kingdom.

Course Structure

The syllabus is made up of Eight modules of 15 credits each, totalling to 120 credits for the overall course.

The PGDBM will be awarded on successfully completing all eight modules.

NFA004	Accounting and Finance
NBM042	Strategic Management
NBM203	Managerial Economics
NIS001	Management Information Systems
NMM012	Retail Marketing
NMM101	Brand Management
NMM111	Retail Operations
NMM065	Consumer Behaviour

Duration

- ❖ 06 Months Fast-Track
- ❖ 12 Months Full-Time
- ❖ 24 Months Part-Time

The overall duration of the course is 480 Guided Learning Hours and 1200 Notional Learning Hours.

Fast-Track students are required to dedicate huge amount of time and efforts every week. Students have to complete all the eight modules within six months duration. They will have to submit their assignments and undergo exams.

Full-Time course is divided into two terms of six months each. Students have to study four modules per term and will have to undergo exams at the end of each term apart from submitting their assignments.

Part-Time students can study one or more modules at a time during each six months term. The overall eight modules have to be completed within 24 months. Students will have to undergo exams at the end of each term apart from submitting their assignments.

Assessment

The goal of assessment is to judge whether the desired level of performance has been achieved in relation to both teaching and learning. Criteria are developed by analyzing the learning outcomes and identifying the specific characteristics that contribute to the overall module contents.

<i>Criteria</i>	<i>Weighting %</i>
Assignment and/or Presentation	30
Written Exam**	70
TOTAL	100

Students MUST score the minimum 40% marks in EACH of the criteria. Failing to attempt even one of the above criteria would result in subsequent failure in the module.

** The Exam Paper will carry 100 marks. This will then be proportionately converted into 'out of 70' while rewarding the scored marks.

Entry Requirements

Applicants WITH Standard Qualifications

Candidates must satisfy the following admissions criteria for gaining entry to the Programme:

a) Previous Qualification:

- An Honours Degree from a British University or equivalent institution;
- or
- An equivalent graduate level qualification from an overseas university or equivalent institution;
- or
- A graduate level professional qualification in Business or Retail Management;
- or
- Advanced/Higher Diploma in Business or Retail from recognised awarding bodies, plus normally in each case relevant working experience.

b) Prior Experience:

Students should have a minimum 2 years relevant work experience, although this need not necessarily be continuous, and may have been undertaken on a voluntary or unpaid basis.

Applicants WITHOUT Standard Qualifications

NLC welcomes applications from persons with certificated learning or who have had a significant amount of relevant working experience and who are able to demonstrate that they will be able to study effectively at Masters level.

Some applicants may be interviewed by the Course Leader or a member of the teaching team and/or be required to submit a 1000 word essay on a selected aspect of management.

English Language Requirements for International Students

International students' whose first language is not English, must be able to furnish satisfactory evidence of an appropriate level of attainment in English Language commensurate with study at Masters level. In most cases, this will be a minimum TOEFL score of 575 or IELTS score of 6.0 or an equivalent certification.

Exemptions

This programme does not offer any exemptions to the students

Progression

The qualification is at Level-7 and can be accredited by Universities as a minimum of half to two-thirds of a Master's Degree programme, but it would be at the discretion of individual university.