



PGDM Retail Management Program



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY



AACSB
ACCREDITED



PGDM Retail Management



**BMITECH WAS PIONEER IN
INTRODUCING THE POST GRADUATE
PROFESSIONAL COURSE IN
RETAIL IN INDIA
IN THE YEAR 2002**

The retail industry has emerged as a sunrise sector and is expected to make a remarkable contribution towards overall economic growth in the coming years. Entry of the leading business houses into the organized retail sector and the well-known international brands waiting to get a green signal to enter the field indicate growth potentialities of the sector. A huge gap between demand for and supply of trained managers has intensified competition for the available managerial talents within the industry.

Birla Institute of Management Technology (BIMTECH) was the pioneer in introducing the Post Graduate Professional Course in Retail in India in the year 2002 to supply quality managers, capable of shouldering responsibilities in a highly competitive retail marketing environment. Our students get apprised of not just all aspects related to retail marketing, but also get in-depth exposure to core management areas such as Marketing Management, Financial Accounting, Organizational Behaviour, Quantitative Techniques, and Business Economics. This ensures that they would be in a position to shoulder senior managerial responsibilities in the future. It is definite that students will always remember BIMTECH as a stepping stone in their future endeavors.

Retail Management in BIMTECH allows students to grab various opportunities by getting first-hand industry exposure in distinct ways, such as regular industrial visits, On Job Training, Summer internships in defined sectors of the Retail industry and guest lectures. It is definite that students will always remember BIMTECH as a stepping stone in their future endeavors.



CREATING FUTURE LEADERS





DIRECTOR SPEAKS

"As the Indian Retail sector moves from infancy to maturity, India is bound to become a leading player in global retailing. The deficit in talent requirement in this sector was visualized by the institute way back in 2002 when this centre was established. Today the Centre for Retail is an active partner of the organized retailers, in meeting their human resource requirements. This is amply borne by the fact that BIMTECH students are well placed in all retail formats in India as well as abroad."

- Dr. H Chaturvedi

PROGRAM CHAIRPERSON SPEAKS



"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 has attracted career seekers, especially for managerial roles. Based on interaction with the industry professionals, a key finding emerged that there is a need for a program that offers a deeper understanding of the retail industry and ensures an effective application of this knowledge."

- Dr. Gagan Katiyar



INDUSTRY EXPOSURE

SUMMER INTERNSHIP PROGRAM

The 3-month Summer internship program helps the student to be part of field projects and attain deeper knowledge and get expertise in various domains of the industry.

INDUSTRIAL VISITS

The curriculum for PGDM in Retail Management program in BIMTECH also includes several industrial visits. The industrial visits enable the students to have the on-field experience to complement classroom teaching.

- Wholesale Market - Azadpur Sabji Mandi, the largest in Asia
- FMCG - Dabur India
- Large Discount stores - Flipkart wholesalers / Walmart
- Supply chain operations - Safexpress
- Footwear - Woodland

ON-JOB TRAINING

The objective of OJT is to enhance student industry interaction so that students can acquire first-hand experience of a Retail Store which will bridge the gap between academic learning and field learning. This will also help students to gain knowledge and experience in the functioning of a Retail Store in a real-time setting. It is a 4 credit course of 30 days, where the training of students is initiated through tie-ups between Retail Program with various top Retailers to learn about operations, visual Merchandising, POS systems, Category Management, Sales, and various other functions.

INTERNATIONAL VISIT

Visit to global markets for cross-cultural exposure and interactions with leading CXOs of Multinational companies based out of Dubai, Singapore, Malaysia, China, and European countries.



STRATEGIC TIE-UPS:

The Retail Management program of BIMTECH has signed an MoU with the Retailers Association of India (RAI), Mumbai. The MOU aims to build a strong network at RAI's regional and national events in Pan India in addition to supporting the program on other academic ventures. BIMTECH will have its presence in RAI HR Conclave – Manning Modern Retail (MMR).

This strategic tie-up offers the students of the program to connect with the industry experts and have an unmatched global industry exposure.



SECTORS FOR SUMMER INTERNSHIP

In addition to the traditional brick-and-mortar store operations, the students of the Retail Management program can build expertise in diverse and emerging sectors such as:



INDUSTRIAL VISITS



TOP RECRUITERS



Details of Company: Retail Batch 2021-23

Sector	Company Names	Average Salary	Highest Salary
Consumer Durables	OPPO, Panasonic, Schneider Electric, Home Centre	INR 12:50 LPA	INR 23:47 LPA
Apparels	ABFRL, Pantaloon, Van Hussein, Max Fashions & Lifestyle, Baby Shops, Reliance Brands, Tata Trents	INR 12:50 LPA	INR 19:00 LPA
IT & ITES	Accenture, Infosys, Wipro	INR 11:50 LPA	INR 16:00 LPA
BFSI	Kotak Mahindra Bank, HDFC Bank, Bajaj Housing Finance, Godrej Capital, ICICI Bank	INR 9:50 LPA - INR 10.50 LPA	INR 14:00 LPA
E-Commerce	Make My Trip	INR 9:00 LPA	INR 9:00 LPA
FMCG	Haldiram, Dabur	INR 8:10 LPA	INR 10:00 LPA
Any Other	Bata India Limited, Blue Dart, Cromā, Reliance Retail, Wildcraft	INR 8:50 LPA	INR 10:00 LPA

Roles and Profiles for final placements

- Buying & Merchandising
- Sales & Marketing
- Operations & Supply Chain
- Retail Analytics
- Retail Technology
- Customer Relationship
- Luxury Retail
- Online Commerce

Highest Package

INR 23.47 LPA

Average Package

INR 12.50 LPA

RETAILIA »»

Retailia is a medium that aims to bridge the gap between students and the industry. Apart from conducting informative panel discussions and exciting events, we at Retailia work to connect students with seasoned experts and professionals. This will not only help the students gain insights into the retail industry but will also help them expand their reach in this competitive world.

VIKRAY »»

It is the flagship event of Club Retailia in which various events are organized for students with the objective of fun, learn, and earn. This is organized once a year and is student-driven along with program officials and the faculty mentor. One intellectual event is organized that provides the students a platform to showcase their intelligence, awareness, and managerial skills, the requisites for any budding manager, and the winner is declared as the Vikreta of the Year. Along with this, several fun events are organized for more interaction with students.

ATTRACTIVE
SCHOLARSHIPS
ARE AVAILABLE TO
MERITORIOUS STUDENTS
HAVING HIGH
PERCENTILE.



Programme	Recognition	No. of Seats	Eligibility Criteria	Broad Eligibility Criteria	Programme Tuition Fee 2023-25 Category-wise (for full course)
PGDM (Retail Management) (2 Year, Full Time)	AICTE Approved NBA Accredited Equivalence to MBA by AIU	60	Valid CAT 2022/ Valid XAT 2023/ Valid GMAT 2022-23/ Valid MAT 2022-23/ Valid CMAT 2023 score+PI	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 11,00,000 Corporate Sponsored/NRI / NRI Sponsored INR 15,00,000



About BIMTECH



Birla Institute of Management Technology, Greater Noida (Outskirts of New Delhi, capital of India), BIMTECH, was established in 1988 under the aegis of the Birla Academy of Art and Culture and is supported by the B K Birla group of companies. It offers post-graduate academic programs in Business Management, International Business and Retail Management, and Insurance Management. It also offers Doctorate in a few areas of Business and Management and publishes refereed research journals, reports, and books. Recently, BIMTECH has even started Post Graduate Diploma in Management through the online mode by the 'Centre of online studies' (COOLS).


Birla Institute is approved by AICTE and the Ministry of HRD. It is also accredited by the National Assessment and Accreditation Council (NAAC); and all the four Postgraduate programs, namely, PGDM, PGDM (IB), PGDM (RM), and PGDM (IBM) are accredited by the National Board of Accreditation (NBA). NAAC and NBA are the highest national accrediting bodies.

It is also a member of the Association of Commonwealth Universities, UK along with AACSB and EFMD. There are several other national and international bodies that approve or accredit various programs of BIMTECH for its industry and academic rigor like CII, UK; III, India; LOMA, USA, etc. The large faculty pool of BIMTECH with academic and practice professors has given an exciting learning environment and life to the students and participants. It has very senior professionals and highly recognized academicians in the pool.



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