

# DIPLOMA | RETAIL MANAGEMENT

By London City University

## Course Overview

Retail management course is designed for individuals who are interested in managing a retail establishment and seeking for a job and promotion opportunities in the retailing. This course covers various business aspects including marketing, financial management and customer relations. The students learn how to efficiently communicate with staff, customers and management. Leadership proficiency for administration and career growth are also covered in the course.

Here are some concepts covered in the course -

- Merchandising and design
- Shopper trends
- Goods and inventory
- Branding
- International trade
- Planning

## Course Outline

- ❖ Introduction to retailing business
- ❖ The organization of retail business
- ❖ Retail store operations and management
- ❖ Staffing
- ❖ Customer service
- ❖ The safekeeping and management of retail store
- ❖ Shopping and warehousing function of retail store

<b>Course duration</b>	<b>3 Months OR as per your requirement   Flexible and dependent on your time frame and need</b>
<b>Entry Requirements</b>	<b>A Success Oriented Personality</b>
<b>Certification</b>	<b>London City University</b> , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
<b>Mode of application</b>	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to <a href="mailto:info@cvwarehouse.ae">info@cvwarehouse.ae</a> and get 50% discount on all courses offered by <b>London City University</b>
<b>Course Assessment</b>	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.