

Diploma in Merchandising

Course duration: 1 year (1560 hrs = 900 hrs lecture and 660 hrs assignment/tutorials)

Minimum Qualification: Graduation / Final year students may also apply

Subject 1 : Merchandising Fundamentals

Unit 1 - Merchandising

- Types of Merchandising
- Role of Merchandiser
- Merchandising Planning
- Merchandising Process
- Merchandising Proceedings

Unit 2 - International Growth Strategies for Merchandising

- Motives for Internationalization (transition, reaction, pro-action, synthesis, post Internationalization)
- Market Entry Strategies; Franchising, Management contracts, joint ventures, Subsidiaries, Licensing, acquisition & mergers

Unit 3 - Product Merchandising

- Product Merchandising (eg. Footwear, Sports Goods, Clothing, Handicrafts etc.)
- EOQ (Economic Order Quantity)
- Pricing calculation
- Range building
- Range finalization

Unit 4- Domestic, Multinational & Global Merchandising Strategies

- Socio-cultural environment, elements of culture, culture analysis
- Political Environment & Risks
- Various types of companies; Local, multinational, International & transnational

Subject 2 : Marketing

Unit 1- Domestic Marketing & Sales Management for Sports Goods

- Definition, Process and methodology
- Nature of marketing and sales management
- Features of marketing and sales management
- Process of marketing and sales management

Contd..2.

Subject 3 : Export & Import-Management-I

Unit 1- Introduction to Export Management

- Definition, Need-for export management.
- Nature of export management, Features of export management.
- Process of export management, Functions of an export manager.
- Organizational structure of an export firm.

Unit 2- Introduction to international trade

- International trading environment need of international trade
- Multilateral trading system, trading blocks, trade barriers (tariff & non tariff) , WTO, GATT,GATS,TRIPS , ICC, ASEAN, NAFTA etc..
- Free trade, Classical theory, neo-classical theory implications for trade ,IPLC,FDI

Unit 3- Government Policies on Exports and Imports

- Export Import Regulations
- Risk Management in Exim Business
- Export Import promotional schemes in India

Unit 4- India's Export Trade, Policy and Export Promotion

- Trends in India's export trade since independence, Composition of India's export trade, Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade, Export of services.
- Objectives of Foreign Trade Policy, Main highlights of latest Foreign Trade Policy, Main Export Promotion Organizations in India – EPCs, Commodity Boards, STC, FIEO, Chambers of Commerce, IIP, ITPO.
- Latest Export and Import policies in the sports goods industry internationally
- Policies of the Indian Government with respect to export and domestic sports goods industries

Unit 5 - Export Product Planning

- Modes of entry in foreign markets, Criteria for selection of products for exports, Steps in new product development process.
- Identifying foreign markets for export of products, Product Life Cycle, Product mix, Product Branding, Product packaging and labeling.

Unit 6- Import Procedures and risks Involved

- Starting Import Introduction
- Preliminaries for Starting Import Business
- Registration of Importers
- Guidelines And Rules for Import
- Selecting The Overseas Exporter
- Import License
- Import Trade Governing Bodies
- Import of Samples
- Finalizing The Terms of Import
- Import Duties
- Import Risks
- Import Incentives under Special Schemes
- Methods of Payment in Import Trade
- Import of Personal Baggage
- Custom Clearance of Imported Goods
- Chapter 22 Import Dos And Don'ts

Subject 4 : Export & Import-Management-II

Unit 1 - Product development

- Cataloguing of products
- Cataloguing of orders
- Making Bill of Material
- Making Invoices

Unit 2 - Pricing the product

- Export packaging-
- Cartons,
- labels,
- bar-coding,
- other packaging material branding

Unit 3- Export Pricing and Finance

- Export Pricing – Factors determining export price, Export pricing objectives.
- Export pricing quotations, Marginal cost pricing, Break even pricing, Export pricing strategies.
- Export Finance – Types of export finance, Features of pre-shipment and post-shipment finance, Role of commercial banks and EXIM bank in export finance, Role of ECGC in export cover.
- Methods of International payments.

Unit 4- Export Procedure and Incentives:

- Inspection & quality control, Stages in export procedure, Shipping and Customs formalities, Excise clearance, custom clearance
- Pre shipment documentation, shipment, Banking procedure, Procedure for realization of export incentives, Main export incentives available to Indian exporters. post shipment finance

Unit 5- Marine Insurance

- Marine Insurance Introduction and Meaning; Principle of Marine Insurance;
- Features & Types of Marine Insurance; Insurance Claim Procedure for Filing Marine Insurance; Documents for Claim;
- ISO-9000

Subject 5 : Sports Goods Fundamentals (Theory +Practical)**Unit 1- Introduction to sports and sports goods industry**

- Different types of sports played in different parts of the world and their importance (regional and international)
- Introduction international sports goods industry
- Introduction to Indian sports goods industry and their localization
- Different channels for sales of sports goods

Unit 2- Manufacturing process of sports goods

- Basic production techniques of different sports goods
- Basic Quality checking areas to be considered in the in-process and finished goods

Unit 3- Market Statistics for Sports Goods Industry

- Domestic Market for Sports Goods
- Exports Statistics for Sports goods
- Import Statistics for Sports Goods Industry

Subject 6 : Introduction to computers (Theory +Practical)

Unit 1- M.S.Office:

- Microsoft word
- Microsoft Excel
- Power Point

Unit 2- DTP

- Corel draw
- Photo shop
- E mail

Subject 7 : Communication skills (soft skills)

Unit 1- Communication:

- Verbal communication
- Non-verbal communication
- Basics to commercial communications

Unit 2- Personality Development

Unit 3- Extempore Presentation

Subject 8 : Quality Management

Unit 1 - Standard/Specification/Test methods:

- Standard – Indian + Global
- Standard & Test
- Main tests
- Test methods

6.

Unit 2 - Certifications:

- CE Marking
- Common certifications
 - Indian Standards
 - British Standards
 - ASTM Standards
 - DIN Standards
 - UL Standards

Unit 3 - Quality Assurance Certification:

- Incoming material check
- In process check
- Final product check

Industrial Internship (two month)

- (Includes training, Project work and assignment)