

Advanced Diploma

Subject: Retail Management

Retail is arguably one of the largest industries/sectors in Lebanon and in the MENA region, and people working in that industry tend to view it simply as a “sales job”, while in reality Retail embraces a multitude of specialties, including: Buying, Pricing, Merchandising, Marketing, Personnel, Training, Operations, and Analytics and Information Systems. Retail Management is a career and is extremely customer-extensive, and there are currently no universities in Lebanon, or even the Region, that provide a comprehensive diploma in Retail Management. The AUST diploma in Retail Management is designed for people interested to join the retail industry, or for people that already work in that industry and want to further expand their work opportunities. The program is designed by professionals and provides a full retail lifecycle approach in training and educating people from different backgrounds.

Time-Frame:	68 hours/ 2 Hours, twice per week
Participants:	10 to 20
Presentation Tools:	Books & PowerPoint
Date:	Starting from 6 February 2017, 05:00 p.m. till 07:00 p.m.
Place:	Ashrafieh Campus
Cost:	\$1500 + Registration
Deadline for Registration:	January 30 th , 2017

➤ **Retail Management Fundamentals (4 Hours)**

This course introduces the exciting and rewarding world of the Retail industry and how to manage that industry. Retail management includes all the steps required to bring the customers into the store and fulfill their buying needs. Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty.

➤ **Merchandise Procurement (8 Hours)**

Introduces the fundamentals of procurement and buying within the Retail industry. Topics include merchandise sourcing, vendor negotiations, vendor evaluations, etc.

➤ **Product/Brand Category Management (8 Hours)**

The course exposes participants to the challenges commonly faced by brand managers. Topics include assessing brand meaning, brand positioning, brand analytics, evaluating brand extensions, assessing brand strength, defending premier brands, repositioning mature brands, and building brands via non - traditional media (e.g., social media).

➤ **Store Operations & Sales Management (8 Hours)**

Every time you enter a retail store, your shopping experience has been extensively planned, from the items you see for sale to the layout and design of the store. Many times these decisions are made by someone working in retail operations, or the area of retail concerned with the day-to-day functions of stores.

➤ **Warehouse & Inventory Management (8 Hours)**

Managing a world-class warehouse is now recognized as a potentially major source of competitive advantage as opposed to just another source of cost before product reaches the customer. To achieve this competitive advantage, it is important to choose the right type of operation, processes and equipment, and then understand and continuously improve performance through appropriate measures and controls. “Warehouse Management” is a course that investigates warehouse functions, processes, organization and operations. We review an analysis of warehouse location, operation, management, controls, procedures, finance, security, cargo/materials handling, and productivity.

➤ **Supply Chain Management (8 Hours)**

This course will expose participants to topics related to design and management of supply chains, from incoming raw materials to final product delivery. Course topics will include supply chain network design, facility planning, capacity planning, globalization and outsourcing, information technology, and global issues in supply chain management. Also included are transportation and logistics concepts within supply chains. Topics also include tools and techniques used in the design and operation of transportation and logistics systems and global issues in transportation and logistics management.

➤ **Salesforce Human Resource Management (8 Hours)**

General course introduces the various people management aspects of retail outlets, from planning, to recruitment, to job design, to training, compensation, and talent management.

➤ **Retail Analytics & Performance Management (8 Hours)**

This course explores the different KPIs and ways to measure and improve retail operations and outlets.

➤ **Retail Information Systems (8 Hours)**

This course provides participants with hands-on exposure to the various types of information systems used in the Retail industry, including Point of Sale systems, ERP, and Business Intelligence.

Participants may take courses individually and receive a certificate of attendance. However to receive a diploma in Retail, participants must complete all of the above courses.