

RETAIL EXCELLENCE IRELAND IN ASSOCIATION WITH
DUBLIN INSTITUTE OF TECHNOLOGY

Diploma in Retail Management

Continuing Professional Development



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Continuing Professional Development



About the Diploma in Retail Management

The retail industry is one of the most dynamic sectors of our economy, driven by globalisation, information, choice and increasingly diverse and sophisticated consumers. In recognition of this, Retail Excellence Ireland in partnership with Dublin Institute of Technology's *School of Retail & Services Management* will deliver an exciting, innovative and unique Diploma in Retail Management over an 18 month period, commencing in March 2012. This in-depth course has been specifically designed for Retail Excellence Ireland members and is primarily aimed at owner managers and senior managers in positions of responsibility in the retail industry. It is designed for those wishing to enhance their retail knowledge, deepen their understanding of the business process and broaden their perspective on retail management. The programme will facilitate professional development through a refocusing of existing knowledge and provides an opportunity to investigate the latest thinking and the newest developments in retail management and technology. The programme will deliver comprehensive, practical and essential information to develop the participant's skills in business, financial, legal and people management.

Target Audience: Owner Managers | Managers wishing to advance their understanding of retailing and broaden their perspective on retail management

Requirement: Applicants will have significant work related experience in retail

Location: College of Business | DIT | Aungier Street | Dublin 2

Programme Operation: Participants will be on campus for two consecutive days for each module. Each module is assessed on the basis of 100% continuous assessment with an emphasis on 'added value' to their own retail business. This involves the investigation of a relevant business issue within the participant's own working retail environment relevant to the module. The programme will be delivered through a combination of lectures, interactive video material, case studies and computer lab time.

Programme Cost: €1,700 payable in advance of course commencement.

Closing Date: Closing date for receipt of applications – Friday 17th February 2012

The Result: Participants will, on successful completion of the programme, be awarded a Diploma in Retail Management

Programme Content & Delivery:

Month	Subject	Dates	Lecturer
March 2012	Contemporary Issues in Retail Management This module will provide the student with a comprehensive understanding of issues, challenges and opportunities facing the modern day retailer	6/7th	Edmund O'Callaghan
April 2012	Retail Management Will address key concepts, strategies and skills involved in the management of operations at the consumer purchasing interface in order to achieve performance targets and operational efficiency	17/18th	John McGovern/Damian O'Reilly
May 2012	Business Plan The aim of this module is to enable a business plan to be developed for an existing business	14th	Edmund O'Callaghan
June 2012	Retailing and the Law Equips the student with the knowledge of legal issues pertinent to modern retail practice and develop the skills required for maximizing return on investment in land and premises	5/6th	Marion Jennings/Padraig O'Donnell
July 2012	Retail Information Systems/Decision Support Systems The aim of this module is to develop an understanding of the range of technologically based decision supports for retail management decisions	17/18th	Patrick Doran/Damian O'Reilly
September 2012	Retail Marketing The student will acquire a comprehensive understanding of the nature of retail marketing and will address specific market challenges facing the modern retail manager	11/12th	Joan Keegan
November 2012	Retail Performance Management This module is devoted to providing the student with a comprehensive understanding of performance evaluation and management	13/14th	Lorraine Sweeney
January 2013	Geographical Information Systems An in-depth demonstration on the application of Geographic Information Systems for improved location decision making	15/16th	Bill Dwan
March 2013	Retail Strategic Management This module provides the student with the ability to draw on, further develop and integrate various disciplines and functions studied across the programme. This is executed through the use of case studies to formulate successful retail strategy	5/6th	Amanda Ratcliffe
June 2013	Store Environment The Store Environment module will provide students with a comprehensive understanding of the main elements and principles of retail design and will develop an appreciation of the visual and sensory aspects of retail marketing	11/12th	John Murray
September 2013	Business Plan The development of a business plan for an existing business	4th	Edmund O'Callaghan

Booking Details

Name:	<input type="text"/>	Company Name:	<input type="text"/>
Position:	<input type="text"/>	<input type="text"/>	
Duration in this position:	<input type="text"/>	Company Address:	<input type="text"/>
Email:	<input type="text"/>	Mobile:	<input type="text"/>

Payment Details

Registrations cannot be confirmed without receipt of full payment on or before Friday 24th February 2012.
Please select preferred payment method:

Cheque Enclosed or Please call me for Credit Card details

What Next

Please post, e-mail or fax this booking form complete with payment details on or before Friday 17th February 2012

E-mail: helen@retailexcellence.ie | Fax: 065 6892451 | Phone: 065 6846927
Retail Excellence Ireland | 1 Barrack Street | Ennis | Co. Clare

On receipt of your booking, Retail Excellence Ireland will confirm receipt and process your payment. Final programme details will be communicated to you Friday 24th February 2012. All cancellations must be made in writing to REI one week prior to programme commencement. No fees will be reimbursed after this date.

REI reserves the right at any time to cancel/alter the date of the event, change the venue or identity of the speakers. In these circumstances, any liability will be restricted to the delegate fee paid. REI will not be held responsible for any accommodation or other costs incurred by students.

