

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

Certificate Programme 'Retail Management in Gems and Jewellery'

(As per resolutions of UGBOS in Management held on 11-04-2023)

**Department of Business Administration
(Faculty of Commerce)
Mangalore University, Mangalagangotri**

CERTIFICATE PROGRAMME
‘RETAIL MANAGEMENT IN GEMS AND JEWELLERY’

1. PREAMBLE:

The gem and jewellery industry in India is one of the largest contributors to the global jewellery and diamond markets and occupies a very significant position in the Indian economy.

The gem and jewellery industry contributes around 7% to the country's overall GDP and employs over 5 million people. The industry was estimated at INR 5.63 trillion in 2020 and is expected to reach INR 6.64 trillion by 2023. The demand is growing at a CAGR of 5.60 per cent until 2023.

This course is designed to dissect the retail business model, with a special emphasis on the gem and jewellery industry. This course will help the student get a better understanding of the industry and upskill them to be employed in jewellery retail stores.

Programme Objectives:

1. Understanding retail business and identifying its working mechanisms
2. To understand the retail business model for brick and mortar formats in detail,
3. To gain a complete understanding of the various constituents of retail strategy,
4. Understand, develop, and sustain a competitive advantage in the retail sector.
5. To know the practical tools and techniques of retail strategy
6. Increase the employability of the students taking the course.

Programme Outcomes:

1. Understand the retail industry and the various types of retail.
2. Learn about the gem and jewellery retail industry and its management.
3. Understand what marketing means to business executives and academics.
4. Understand the ways that retailers use marketing tools and techniques to interact with their customers.
5. Identify the key stakeholders and the roles and responsibilities of retail toward these stakeholders.
6. Understand and apply appropriate frameworks to develop high-level retail marketing strategies and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry.
7. Recognize and understand the operations-oriented policies, methods, and procedures.
8. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

2. Structure of the Programme

Course Code	Title of the Course	Teaching Hours per Week	Internal Assessment	Examination	Total
CJM 1.1	Gems and Jewellery Management	04	30	70	100
CJM 1.2	Fundamentals of Marketing, Business Mathematics and Communication	04	30	70	100
CJM 1.3	Viva		-	50	50
CJM 1.4	Seminar/Internship	04	-	50	50
Total					300

3. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.

The CIE and SEE will carry 30% and 70% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	10 Marks
B.	Internal Assessment Tests (IAT)	20 Marks
Total of CIE (A+B)		30 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	70 Marks
Total of CIE and SEE (A + B + C)		100 Marks

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 10% weightage (10 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 2.5 marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 20 marks each and the same is to be scaled down to 20 marks.

c) Seminar/ internship performance shall be evaluated for 50 marks

d) Viva voce examination compulsorily conducted for 50 marks at the end of the programme before the commencement of semester end examination.

4. Syllabus

COURSE-1

Course Code CMJ 1.1 - Gems and Jewellery Management

Pedagogy: Classroom teaching methods, Practical training, Invited lectures, Demonstrations and case studies.

Objectives:

1. To demonstrate knowledge of the technical specifications of primary Jewellery components.
2. To demonstrate an understanding of the functional qualities of Jewellery components.
3. To exhibit a knowledge and understanding of contemporary Jewellery and entrepreneurship.

Module 1

20 Hrs

History of gems and jewellery: Introduction to art and ornament, Difference between jewellery and ornaments, Materials used in jewellery. History of Indian jewellery: The origin and growth of jewellery in India, Specialty in ornaments worn by people in different states and regions, Ancient Indian jewellery to modern jewellery. Role of gems and jewellery in social life. Types of precious metals, gems and pearls.

Module 2

18 Hrs

Introduction to different kinds of jewellery and articles: Forms and types of Jewellery and articles. Precious Metals and their Properties, Classification of jewellery products. (Gold, Diamond, Platinum, Silver) Manufacturing techniques, Instruments in Jewellery making. Working methods on different metals.

Module 3

12 Hrs

Precious metals (Gold, Diamond, Platinum, Silver) and Economy, Jewellery Entrepreneurship, Regulations in Jewellery industry.

Reference Books:

1. A Contemporary guide to traditional Jewellery techniques – Allen Revere
2. Art of jewellery making; classic and original designs - Allen Revere
3. Gemstones of the World, Walthre Schumann, Sterling Publishing Company, Inc.,2009
4. Jewellery of India by Chaturvedi.
5. The design & creation of Jewellery (Jewellery Crafts) - Robert Von Nenmanu
6. Jewellery concepts & Technology by Oppi Untracts
7. Study material prepared and supplied by Bhima Jewellers.

COURSE-2

Course Code CMJ 1.1: Fundamentals of Marketing, Business Mathematics and Communication

Pedagogy: Classroom teaching methods, Practical training, Invited lectures, Demonstrations and case studies.

Objectives:

1. To demonstrate knowledge of marketing, retailing and advertising in Jewellery management.
2. To demonstrate an understanding of business mathematics and communication.
3. To exhibit a knowledge and understanding of Customer Relationship Management

Module 1

12 Hrs

Introduction to Marketing: Definition of Marketing, Definition of sales and types of sales, E-commerce, Understanding retail, Retail store operations and management, Budgeting and forecasting, Advertising and Promotions

Module 2

20 Hrs

Business Mathematics: Number System, Mathematical Conversions, Measurements, Basic of Costing, Interest – Simple and Compound, Rates, Ratio, proportions and percentage, Jewellery calculation methods.

Business Communication: Definition & Types of communication, Communication cycle and Importance of feedback, Understanding the audience, Decision making and problem solving, MS Office – Excel, Word and Power point, Documentation and Reporting

Module 3

18 Hrs

Customer Relationship Management: Definition, Need and importance, Conceptual framework, Value Pyramid, Customer Interaction Cycle, CRM Process, Total Customer Experience

Reference Books:

1. Luxury Retail Management – Micheal Chevalier
2. The Ultimate luxury brand Management – Mitchell Wakefield.
3. The Brand Marketing Book : Creating , Managing and extending the value – Joe Morconi
4. Business Mathematics by Soni R.S.; Pitamber Publishing House, Delhi
5. Business Communication by Kaul, Asha; Prentice-Hall of India, Delhi
6. Customer Relationship Management, A Step by Step Approach, by H.Peeru Mohamed , A Sagadevan; Vikas Publishing House, New Delhi.
7. Study material prepared and supplied by Bhima Jewellers.
