



Mu Sigma

DO THE MATH

Course Announcement
Know your Industry -Retail
(Level 1)

July 3
2019



Topic	Know your Industry - Retail (Level 1)
Credits	5 Credits
Course Duration	2 weeks
Learning Outcomes	<ul style="list-style-type: none">▶ Provide basic concepts of retailing and entities involved▶ Know brief about the changes in the structure of the retail industry over the years▶ Provide a framework to summarize the retail industry functions▶ Define different structures and types of retailers▶ Outline important KPIs and metrics
Module Components	<ul style="list-style-type: none">▶ Introduction to Retail Market▶ Industry Overview▶ Evolution of Retail▶ Retail Market Players▶ Types of Retailer & Structure▶ Overview of Functions in Retail▶ Understanding KPIs and Metrics
Course Link	▶ Retail (Level 1)
Pre-Requisite	▶ Business 101
Criteria to attain credits	<ul style="list-style-type: none">▶ Complete the above modules on muLearn▶ Successfully clear the final assessment
Final Assessment	▶ MCQ (closed book test)