



The Sankara Nethralaya Academy
(A Unit of Medical Research Foundation)



CERTIFICATE COURSE IN OPTICAL RETAIL MANAGEMENT



World class course curriculum.
Run by the premier optometry institute in India

The Sankara Nethralaya Academy (TSNA)

THE SANKARA NETHRALAYA ACADEMY (TSNA):

The Sankara Nethralaya Academy, a Unit of Medical Research Foundation is a educational venture of Sankara Nethralaya, the leading eye hospital which provides quality eye care in India. It is a one-of-its-kind academy which offers a distinctive series of educational programs ranging from certificate to doctoral levels in various fields. The primary goal of the academy is to critically create a pool of comprehensive, well-trained health care professionals with the confidence and capability to meet the challenges in health sector.

ABOUT THE COURSE:

The newest field that is seeing tremendous activity and growth is Optical Retail. The optical retail industry is currently on the brink of faster-paced technological changes which demand huge investments to keep the pace with such developments. In the last 5 years, India has seen large industrial houses like Titan, Vision Express and Reliance venture into the field of Optical retail opening up new job opportunities for Graduate youngsters.

To fulfill this need "Six month Certificate Course in Optical Retail Management" through distance education for graduates having proficiency in communication and good presentation skills, will maintain demand-supply equilibrium between the retail industry and the carrier seekers. This will provide a breeding ground for future retail/floor managers for optical chains / individual stores, who would be geared up to face the demands of a retail jobs.

OBJECTIVE

- To enhance managerial skills in Optical field
- To provide knowledge in various aspects of retail business and its application in optical environment
- To equip the participants with skills to compete in the retail sector.
- Wide job prospects in Optical retail industry, one of the fastest growing retail businesses. To run a successful business practice in an efficient and monetary way This will create a pool of retail-specific executives which the industry is lacking till date and benefit the whole industry. This will reduce the cost incurred by retailers on training people after recruitment.

COURSE CURRICULUM:

- BASICS OF THE EYE
- BASICS OF OPHTHALMIC DISPENSING, FRAMES, LENSES & CONTACT LENS
- INTRODUCTION TO OPTICAL RETAIL INDUSTRY
- SETTING UP OPTICAL STORE
- BUYING PROCESS IN OPTICAL STORES
- CUSTOMER CARE
- SALES AND MARKETING
- HUMAN RESOURCE MANAGEMENT IN OPTICAL STORES
- PLANNING FOR THE FUTURE
- PROJECT WORK

You will be provided the modules with question papers through post. Coming to contact classes will be at your own expense.

ELIGIBILITY	12 th Std with basic knowledge in English
DURATION	6 months [Distance Learning + Contact Class]
COURSE FEE	Rs. 10, 500/- (Inclusive of Service tax) DD in favor of 'MEDICAL RESEARCH FOUNDATION, CHENNAI'
COURSE COMMENCEMENT DATE	09.09.13

APPLICATION PROCESS:

Application form can be availed in person or downloaded from our website. Duly completed form is to be submitted along with the course fee by cash / DD in favour of "MEDICAL RESEARCH FOUNDATION" payable in Chennai to the below mentioned address..



For more details, please contact

Program Co-ordinator

The Sankara Nethralaya Academy

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