

Course Curriculum Framework

BBA RETAIL

OJT Starting 1st Semester

Sem	Type of Course	Major Core		Skill Enhancement	Ability Enhancement	Value Added Courses	Multi - disciplinary
		Discipline Core	Discipline Elective				
Semester I		Business Fundamentals	--	--	Introduction to Retail Management	--	a. Business Mathematics
							b. MS Excel
Semester II		Retail Store Operations	--	Communication and Presentation Skills	--	Certificate Course 1	Introduction to Marketing
Semester III		Customer Service and Management	--	--	Basics of Cash Management and Banking	--	Introduction to Financial Accounting
Semester IV		Store Layout and Design	Merchandising and Display Management/ Legal Aspects of Retail	Consumer Buying Behaviour	--	Certificate Course 2	--
Semester V		Product Brand and Private Label Management	Buying and Category Management/ Retail HR and IR	--	Selling Skills	--	--
Semester VI		Supply Chain in Retail	Mall and Facility Management/ MIS in Retail	Negotiation Skills	--	Certificate Course 3	--
Semester VII		E-tailing and Omni Channels	Rural Retailing/Warehouse Management	--	Loyalty Management in Retail	-	--
Semester VIII		Retail Market Research	Retail Branding/Speciality Retail	Retail Marketing	--	Certificate Course 4	--