

Retail Management

Introduction of the Sector

Retailing is a vital part of the business industry that involves selling products and services to consumers. With the tremendous growth of the economy, retail management has emerged as one of the fastest growing careers in India. The enormous expansion of the sector has thrown up a big demand for skilled professionals in the field. Job prospects in the retail sector include but are not limited to Customer Sales Associate, Team Leader, Departmental Manager, Floor Manager, Store Manager, Retail Operations Manager, Retail Buyers and Merchandisers, Visual Merchandisers, Logistic Managers, Warehouse Managers and many more.

B. Voc. in Retail Management with Specialization in Automotive Retail - MSIL Sales-Master programme

Course Introduction

B. Voc. in Retail Management with Specialization in Automobile Retail - **MSIL Sales-Master programme** is an undergraduate vocational program that allows the candidates to learn about the various nooks and crannies of the different aspects related to the retail business and the subsequent management of the demand and supply gap in the retail sector and retail sale of the products exclusively in Maruti Showroom .

Eligibility for Admission

The eligibility for admission to B. Voc. in Retail Management with Specialization in Automotive Retail - MSIL Sales-Master programme shall be 10+2 or equivalent, in any stream.

Career Prospects

Graduates with specialization in Automobile Retail have the prospect of becoming Sales Officer, Embedded Automotive Retailer etc..

Semester-wise Listing of courses

Semester		Subjects	Credits
I	GE 1.1	Functional English	4
	GE 1.2	Communication Skills - I	4
	GE 1.3	Computing Skills - I	4
	RM 1.1	Introduction to Retail Store Operations	2
	RM 1.2	In-store Cashiering & Merchandising Operations – 1	2
	RM 1.3	Retail Sales Process Management	2

	RMMVP 1	Domain paper (Basics of Automobile Technologies) 5 projects of 2 credits each	12
II	GE 2.1	Basics of Economics and Markets	4
	GE 2.2	Environment Sciences	4
	GE 2.3	Ethics and Governance	4
	RM 2.1	In Store Cashiering & Merchandising Operations – II	2
	RM 2.2	Customer Relationship Management	2
	RM 2.3	FMCG and FMCD Sales Management Basics of Automobile Technologies (For Auto Retail Students)	2
	RMMVP 2	Domain paper (Maruti products & processes) 5 projects of 2 credits each	12
III	GE 3.1	Communication Skills II	4
	GE 3.2	Financial Literacy	4
	GE 3.3	Basics of Legal and HR Policies	4
	RAU 3.1	Business Mathematics for Auto Retail	2
	RAU 3.2	Consumer Behaviour	2
	RAU 3.3	Retail Branding	2
	RMMVP3	Vocational Practical 3	12
IV	GE 4.1	Computing Skills - II	4
	GE 4.2	Basics of Accounting	4
	GE 4.3	Design Thinking	4
	RAU 4.1	Auto Accessories Sales	2
	RAU 4.2	Rural Retailing	2
	RAU 4.3	Auto Finance and Auto Insurance Sales	2
	RMMVP4	Vocational Practical 4	12
V	GE 5.1	Digital Literacy	4
	GE 5.2	Health and Wellness	4
	GE 5.3	Personal Grooming	4
	RAU 5.1	Legal Aspects of Retail Business and Franchise Management	2
	RAU 5.2	Institutional Sales	2

	RAU 5.3	Value added Services (VAS-showroom hostess, ambience, tele-calling, negotiations, intro of ERP)	2
	RMMVP5	Vocational Practical5	12
VI	GE 6.1	Entrepreneurship	4
	GE 6.2	Employment Readiness	4
	GE 6.3	Effective Workplace Skills & Competencies	4
	RAU 6.1	Pre-owned Vehicle Sales	2
	RAU 6.2	Vehicle Maintenance (Service & Sales)	2
	RAU 6.3	Spare Parts and Inventory Management	2
	RMMVP6	Vocational Practical 6	12

Programme fees: Rs. 60,000/-per annum

Examination fees: Rs. 1,600/- per semester and Rs. 3200 per annum

Caution Deposit (Refundable): Rs.5000

