

Retail Association

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. The Indian retail industry has undergone

drastic changes with the consumers looking at convenience with multiplicity of choices under one roof. It has generated huge employment opportunities. This has changed the face of retailing in India. As the sector is booming in India, a career in retail sector is promising a growth potential for the ambitious youngsters.

B. Voc. in Retail Management (General)

Course Introduction

A graduate of B. Voc. in Retail Management is an all-rounder as far as managing a retail store is concerned. The course envisages to build in an overall detailed understanding in the student, in following adequate retail store practices, process management and developing professional and communication skills. Besides, advanced knowledge related to handling of accounts, distribution of products, navigating through e-sales shall be imparted to the learners.

The need for such professionals has been expressed by not only the retail industry employers, but also the consumers of this industry.

Eligibility for Admission

The eligibility condition for admission to B. Voc. programme in Retail Management (General) shall be 10+2 or equivalent, in any stream.

Career Prospects/Job Roles

Career in retail sector can be developed as *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

Semester-wise Listing of Courses

SEMESTER I		
Subject Code	Subject Name	Credits
GE 1.1	Functional English	4
GE 1.2	Communication Skills - I	4
GE 1.3	Computing Skills - I	4
RM 1	Introduction to Retail Store operations	2
RM 2	In-store Cashiering & Merchandising Operations – I	2
RM 3	Retail Sales Process Management	2
RMVP	Vocational Practical	12

SEMESTER II		
Subject Code	Subject Name	Credits
GE 2.1	Basics of Economics and Markets	4
GE 2.2	Environment Sciences	4
GE 2.3	Ethics and Governance	4
RM 4	In-store Cashiering & Merchandising Operations – II	2
RM 5	Customer Relationship Management	2
RM 6	FMCG / FMCD Sales Management	2
SMV P2	Vocational Practical	12

SEMESTER III		
Subject Code	Subject Name	Credits
GE 1.1	Functional English	4
GE 1.2	Communication Skills - I	4
GE 1.3	Computing Skills - I	4
RM 7	Consumer Behaviour	2
RM 8	Rural Retailing	2
RM 9	E commerce and Online Retailing	2
RMVP	Vocational Practical	12

SEMESTER IV		
Subject Code	Subject Name	Credits
GE 4.1	Computing Skills - II	2
GE 4.2	Basics of Accounting	4
GE 4.3	Design Thinking	4
GE 4.4	Organizational Behaviour	2
RM 10	Retail Sales and Marketing	2
RM 11	Emerging Trends & Technologies in Retail	2
RM 12	Safety and Security at Retail Stores	2
SMV P2	Vocational Practical	12

SEMESTER V		
Subject Code	Subject Name	Credits
GE 1.1	Functional English	4
GE 1.2	Communication Skills - I	4
GE 1.3	Computing Skills - I	4
RM 13	International Retailing	2
RM 14	Managing Store Operations	2
RM 15	Team Management	2
RMVP	Vocational Practical	12

SEMESTER VI		
Subject Code	Subject Name	Credits
GE 2.1	Basics of Economics and Markets	4
GE 2.2	Environment Sciences	4
GE 2.3	Ethics and Governance	4
RM 16	Legal Aspects in Retail Business	2
RM 11	Economics and Sustainability	2
RM 12	Role of a Leader at a Retail Store	2
SMV P2	Vocational Practical	12

Programme fees: (Rs. 54,000/-per annum)

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

Caution Deposit (Refundable): Rs.5000

Convocation Fees: Rs.2000/- (In absentia Rs.2500/-)

Campus Immersion Expenses: (Travel & Logistics for 7-10 days on Campus) are not part of the fee structure and the expenses will have to be met by the students followed by communication.