

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

Course Introduction

B. Voc. in Retail Management with Specialization in Automotive Retail 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 distribution of the products.

Eligibility for Admission

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

Career Prospects

Graduates with specialization in Automotive Retail have the prospect of becoming Sales Officer, Automobile Engineer, Embedded Automotive, Design Engineer, Product Development Engineer etc.

Semester-wise Listing of courses

Semester	Subject Code	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
	RM VP 1	Vocational Practical 1	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
	RM VP 2	Vocational Practical 2	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
	RM VP 3	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
	RAU VP4	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	
	RAU 5.2	Institutional Sales	2
	RAU 5.3	Value added Services (VAS-showroom hostess, ambience, tele-calling, negotiations, intro of ERP)	2
	RAU VP 5	Vocational Practical 5	12
	GE 6.1	Entrepreneurship	4

VI	GE 6.2	Employment Readiness	4
	GE 6.3	Effective Workplace Skills & Competencies	4
	RAU 6.1	Preowned Vehicle Sales	2
	RAU 6.2	Vehicle Maintenance (Service & Sales)	2
	RAU 6.3	Spare Parts and Inventory Management	2
	RAU VP 6	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

