

# 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 E-Commerce

### Course Introduction

The B. Voc. in Retail Management with Specialization in E-Commerce program has bundled up to allied areas – E-Commerce and Digital Marketing. The definition of E-Commerce and Digital Marketing E-Commerce stands for Electronic Commerce. It is the activity of buying and selling products or services online (over the internet). In other words, it is a business system that is conducted through electronic medium.

The mode of business is popularly known as ‘online shopping’ in common language.

E-Commerce consists of both technical and non-technical aspects. Non-technical aspects consist of things such as – inventory management, costing, retail management, billing, advertising, media management, branding, promotion etc.

Technical aspects consist of things such as – website development, app development, graphic design, server configuration, software development/operation, CMS, payment gateway, safety and fraud detection, bug fixing, analytics, data collection. Websites, mobile applications, online marketplaces – online shopping can be carried out through the following popular media. Both goods and services can be bought online.

### Eligibility for Admission

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

### Career Prospects

After completing B. Voc. Retail Management with Specialization in E-Commerce graduate will be able to find a job at the establishments like E-Commerce firms, Web design firms, Digital marketing agencies and Digital media firms. In the firms, one may don roles such as – Digital Marketer, SEO specialist, SMM specialist, web designer, app developer and UI specialist etc.

### Semester-wise Listing of courses

Semester	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

<b>I</b>	RE 1.1	Fundamentals of Ecommerce	2
	RE 1.2	Ecommerce Web Development	2
	RE 1.3	Ecommerce Operations Management	2
	VE P	Vocational Practical	12
<b>II</b>	GE 2.1	Basics of Economics and Markets	4
	GE 2.2	Environment Sciences	4
	GE 2.3	Ethics and Governance	4
	RE 2.1	Ecommerce Law Professional	2
	RE 2.2	Fundamentals of Drop shipping	2
	RE 2.3	Ecommerce & Global Trade Professional	2
	VE P	Vocational Practical	12
<b>III</b>	GE 3.1	Communication Skills II	4
	GE 3.2	Financial Literacy	4
	GE 3.3	Basics of Legal and HR Policies	4
	RE 3.1	E-commerce Security Management	2
	RE 3.2	Retail Ecommerce Executive	2
	RE 3.3	E-Commerce Marketplace Management	2
	VE P	Vocational Practical	12
<b>IV</b>	GE 4.1	Computing Skills - II	4
	GE 4.2	Basics of Accounting	4
	GE 4.3	Design Thinking	4
	RE 4.1	GST for E -Commerce	2
	RE 4.2	Digital Marketing Professional	2
	RE 4.3	Marketing Automation Expert	2
	VP E	Vocational Practical	12
<b>V</b>	GE 5.1	Digital Literacy	4
	GE 5.2	Health and Wellness	4
	GE 5.3	Personal Grooming	4
	RE 5.1	Advanced Growth Hacking Theories	2
	RE 5.2	SEO Strategy	2
	RE 5.3	Social Media Strategy and E- Commerce	2
	VE P	Vocational Practical	12
<b>VI</b>	GE 6.1	Entrepreneurship	4
	GE 6.2	Employment Readiness	4

	GE 6.3	Effective Workplace Skills & Competencies	4
	RE 6.1	Content Development Expert	2
	RE 6.2	Content Marketing Professional	2
	RE 6.3	Affiliate Marketing Professional	2
	VE P	Vocational Practical	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

