

Retail Management

B. Voc in Retail Management with Specialization in Automotive Retail (Collaborated with Maruti Suzuki India Ltd.)

Course Introduction

B. Voc in Retail Management with Specialization in Automotive Retail (Collaborated with Maruti Suzuki India Ltd.) is an undergraduate program that allows students to acquire excellent technical and soft skills in automobile sales. This unique course will enable the students to achieve fast-paced career growth in the automobile retail industry. The course curriculum covers the full spectrum of business processes involved in automobile retail field 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. The students will get **stipend for 24 months** starting with Rs. 8000/- per month in the 2nd year, and Rs. 9000/- per month in the 3rd year plus additional benefits as applicable.

Eligibility for Admission

The eligibility for admission to B. Voc in Retail Management with Specialization in Automotive Retail (Collaborated with Maruti Suzuki India Ltd.) shall be 10+2 or equivalent, in any stream.

Preferred Age: 18 years to 22 years by start of OJT. Prerequisites like good communication skills (elementary knowledge in English) will be preferred.

Career Prospects

Opportunity to build a fast-paced career in automobile retail. Start career as a Dealer Sales Executive and move up the ladder based on performance.

Graduates with Specialization in Automotive Retail have the prospect of becoming Sales Officer and will be Industry-ready with best skills.

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 1.1	Introduction to Retail Store Operations	2
RM 1.2	In-store Cashiering & Merchandising Operations - 1	2
RM 1.3	Retail Sales Process Management	2
RMMV P1	Domain paper (Basics of Automobile Technologies) 5 projects of 2 credits each	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 2.1	In Store Cashiering & Merchandising Operations - II	2
RM 2.2	Customer Relationship Management	2
RM 2.3	Basics of Automobile Technologies	2
RMMV P2	Domain paper (Maruti products & processes) 5 projects of 2 credits each	12

SEMESTER III		
Subject Code	Subject Name	Credits
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
RMMV P3	Vocational Practical	12

SEMESTER IV		
Subject Code	Subject Name	Credits
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
RMMV P4	Vocational Practical	12

SEMESTER V		
Subject Code	Subject Name	Credits
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
RMMV P5	Vocational Practical	12

SEMESTER VI		
Subject Code	Subject Name	Credits
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
RMMV P6	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