

# Retail Association

## B. Voc. in Retail Management with Specialization in Automotive Retail

### Course Introduction

B. Voc. in Retail Management with Specialization in Automobile 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/Job Roles

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

### 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 – I	2
RM 1.3	Retail Sales Process Management	2
RM VP 1	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 2.1	In Store Cashiering & Merchandising Operations – II	2
RM 2.2	Customer Relationship Management	2
RM 2.3	Basics of Automobile Technologies	2
RM VP 2	Vocational Practical	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
RAU VP 3	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
RAU 4.1	Auto Accessories Sales	2
RAU 4.2	Rural Retailing	2
RAU 4.3	Auto Finance and Auto Insurance Sales	2
RAU VP 4	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
RAU VP 5	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	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	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

**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.