



# BACHELOR OF RETAIL MANAGEMENT



**DURATION:** 3 YEAR FULL TIME (6 SEMESTERS)

**ELIGIBILITY:** H.S.C OR Equivalent Examination with 45% (Any faculty with English subject compulsory)

**ADMISSION PROCEDURE:** WRITTEN TEST FOLLOWED BY AN INTERVIEW

## OBJECTIVE:

- To impart in-depth knowledge of Retailing, develop skills and competence to handle the responsibilities to fill in position as front line sales executives, stores department assistant, procurement department assistant, accounts and computer department assistant, effectively and efficiently.
- To be competent to qualify as per the National Skill Qualification Framework through The National Skill Development Agency (NSDA)

**JOB OPPORTINITIES:** The employment opportunities are:

- Retail chains, malls, in various functions, procurement, stores, merchandising, marketing promotion, brand management, Category management, E-Retailing and e-commerce.
- Front desk dealing in apparel, footwear, jewellery, grocery, furniture segments, electronics, gadgets and automobiles etc.



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## COURSE CONTENTS:

### SEMESTER 1

- Introduction To Retailing
- Store Operations
- Location Planning, Store Planning, Design And Layout
- Communication Skill-1
- Health & Safety
- Basic Computers

### SEMESTER 2

- Merchandising & Category Management
- Inventory Management
- Consumer Behavior
- Communication Skill – 2
- Principles Of Management
- Advance Computers -1
- Specialization: Apparel, Grocery

### SEMESTER 3

- Introduction To Marketing
- Human Resource Management
- Sales Process
- Organizational & Individual Behavior, Customer Service Management
- Business Communication & Computers
- Specialization: Lifestyle, Furniture, Accessories
- Internship

### SEMESTER 4

- Brand Management Visual Merchandising And Computer Graphics
- Strategic Management
- Research Methodology
- Product Knowledge
- E-Retailing & E-Commerce
- Promotions
- Specialization: Electronics, Automobile, Jewellery
- Internship

### SEMESTER 5

- Mall Management
- Retail Technology
- Business Ethics & Corporate Social Responsibility
- Corporate Grooming & Communication Skills
- Retail Formats, Private Labels & Their Impact In Retail
- Specialization: Pharma, Health & Beauty, Entertainment & Gifts
- Internship

### SEMESTER 6

- Franchise Management & B-2-B Retailing
- Logistics Of E-Commerce
- International Marketing
- Entrepreneurship Management
- Financial Aspect Of Retailing
- Supply Chain Management
- Internship