



# RAI - IGNOU



IN RETAILING



## About IGNOU

- ▶ Indira Gandhi National Open University (IGNOU) is an HRD Ministry initiative
- ▶ It serves the educational aspirations of over 3 million students in India and other countries through 21 Schools of Studies and a network of 67 regional centres, around 2,667 learner support centres and 29 overseas partner institutions
- ▶ The University offers about 228 certificate, diploma, degree and doctoral programmes, with a strength of nearly 810 faculty members, 3693 courses and 574 academic staff at the headquarters and regional centres and about 33,212 academic counsellors from conventional institutions of higher learning, professional organisations, and industry among others

## About RAI

- ▶ Retailers Association of India (RAI) is the unified voice of Indian retailers
- ▶ It works with all the stakeholders for creating the right environment for the growth of the modern retail industry in India
- ▶ It is the body that encourages, develops, facilitates and supports retailers to become modern and adopt best practices that will delight customers
- ▶ It has a three charter aim of Retail Development, Facilitation and Propagation
- ▶ Its efforts center around advocacy and government representations, bringing best practices to the industry, fostering retail learning and training, creating a reservoir of information through retail research, disseminating communication through magazines, newsletter, website etc. for the benefit of it's members and the industry

## About RAI-IGNOU

- ▶ In collaboration with IGNOU, Retailers Association of India (RAI) has developed a 3-year Bachelors in Business Administration in Retailing
- ▶ Vision of the program is to create a learned talent resource pool for the front end with a career path to become future managers through continuing education/graduation
- ▶ Course structuring, syllabus and study material is jointly developed by Expert Committee comprising retail professionals and academicians from IGNOU and other academic institutions

# About BBA in Retailing

Bachelors in Business Administration (BBA) in Retailing is a first of its kind graduate program in retailing through distance learning which is designed collaboratively with Industry-Academia partnership

BBA is developed under the Modular Approach

- Diploma in Retailing – 1st Year
- Advanced Diploma in Retailing – 2nd Year
- BBA in Retailing – 3rd Year

This Retailing Programme is of 32 credits for each of the 3-years

- 32 credits out of 96 will have internship and field work in retail stores

The Program includes three months mandatory internship in Retail Stores

# Eligibility Criteria

## Direct Entry (Category-A):

Candidates who have completed +2 shall be short-listed for Personal Interview based on merit.

- Will be offered internship in RAI Member organizations

## Sponsored Entry (Category-B):

Candidates sponsored by RAI member organizations must fulfill the +2 qualification

- Will be undertaking internship in their existing organization
- No age limit

**Application closes in July and the program commences in November (every year)**

## Duration:

Minimum – 3 years & Maximum – 6 years

- In case of not completing the program within 6 years, students may be given a 2-year extra period under re-admission scheme

# Course Content

## Diploma in Retailing – 1st Year

- Overview of Retailing
- Retail Marketing
- Retail Management Perspective and Communication
- Customer Service Management
- Internship and Viva Voce

## Advanced Diploma in Retailing – 2nd Year

- Buying and Merchandising-1
- Store Operations-1
- Human Resources
- Principles of Marketing Economics
- Business Communication
- Field study – 1

## BBA in Retailing – 3rd Year

- Buying and Merchandising-2
- Store Operations-2
- Visual Merchandising and Sales Management
- Customer Value Management
- IT Application in Retail
- Filed study – 2

## Opportunities and Benefits

### For Students

- Get into main stream retail management without interruption to professional career by acquiring a graduate degree from a recognized university
- Earn and learn at the same time
- Arms a Sales Associate with specialized theoretical and practical knowledge on retail practices
- A recognized university degree that helps for further studies such as PG, Diploma, MBA etc.
- Practical exposure gained through internships and project reports

### For Retailers

- Helps improve productivity
- Companies can save its resources on training and theoretical learning for their Sales Associates
- Three-year employee retention strategic tool
- Can be used in appraisal process for career progression

## For more information

Contact Persons at Retailers Association of India

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## Assessment and Certification

### Continuous Assessment

➤ Assignment, Workbook, Confidential Report and Internship-VivaVoce

➤ **Course design and contents authenticated by RAI's HR Committee**

➤ **Successful students will be awarded a "IGNOU Degree Certificate"**

➤ **A boon for HR heads in retail companies when sourcing front-end talent pool in future**

➤ **A unique opportunity for store level staff to become graduates and fast track their careers**

## Fees

Retail organizations may sponsor deserving candidates for this program at an annual fee of Rs. 9200/-\* per student, per year