



BBA in Retailing (BBARIL)

Collaborative Programme by IGNOU - RAI



About IGNOU

- ▶ The Indra Gandhi National Open University (IGNOU) presently caters to educational aspirations of 3 million students in India and other countries through 21 Schools of Studies and a network of 67 Regional Centres, around 2,000 Learner Support Centres, and 20 overseas institutions.
- ▶ It offers about 200 certificate, diploma, degree and doctoral programmes, consists of 250 faculty members, 230 academic staff at the headquarters & regional centres and around 35,000 academic counsellors.
- ▶ Provides access to higher education to all segments of the society by offering high quality and innovative programmes at affordable costs and promotes open and distance learning throughout the country.

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 centre 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 IGNOU - RAI

- ▶ In collaboration with RAI, IGNOU has developed a 3-years Bachelors in Business Administration in Retailing.
- ▶ Vision of the programme 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 materials have been jointly developed by Expert Committee comprising retail professionals and academicians from IGNOU and other academic institutions.

Course Content

It's a 3 years course which comprises of two semesters per year.

Diploma in Retailing (DIRIL) (1st Year)

Course Title	Course code	Credits
Semester 1		
Principles of Marketing	BCOE -141	6
English Communication Skills	BEGAE -182	4
Overview of Retailing	BRL -101	4
Introduction to Retail Marketing	BRL -102	4
Store Operations	BRL -103	4
Semester II		
Retail Management Perspectives and Communication	BRL -104	6
Internships, Work book and Viva -Voce	BRLP -101	16

Advanced Diploma in Retailing (ADIR) (2nd Year)

Course Title	Course code	Credits
Semester III		
Environmental Studies	BEVAE -181	4
Customer Service Management	BRL -105	6
Managing Human Resources	BRL -106	4
Buying and Merchandising -I	BRL -107	4
Retail Operations and Store Management	BRL -108	4
Semester IV		
Customer Value Management	BRL -109	6
IT Application in Retail	BRL -110	4
On the Job Training, Workbook and Viva -Voce	BRLP -102	12

BBA in Retailing (BBARIL) (3rd Year)

Course Title	Course code	Credits
Semester V		
Entrepreneurship	BCOS-185	4
Retail Consumer Behavior	BRL-111	6
Buying and Merchandising -II	BRL-112	4
Business Ethics	BRL-113	4
Visual Merchandising & Store Planning	BRL-114	4
Semester VI		
E-Commerce	BCOS-184	4
Retail Supply Chain Management	BRL-115	6
On the Job Training, Workbook and Viva -Voce	BRLP-103	12

Eligibility Criteria

The Programme is of 132 credits comprising of all compulsory courses with an Internship and workbook in the first year and 'On the Job Training (OJT) and workbook' in the second and third years respectively. The programme is offered under modular approach with multiple exit options as given below:

- First Year—Diploma in Retailing (DIRIL)
- Second Year—Advanced Diploma in Retailing (ADIR)
- Third Year— Bachelor of Business Administration in Retailing (BBARIL)
- Three months internship in the first year and OJT subsequently in the 2nd and 3rd years.
- A Viva Voce after submission of the Workbook for BRLP-101, BRLP-102 and BRLP-103 in 1st, 2nd and 3rd years.

Opportunities and Benefits

- ▶ Students will get into main stream retail management by acquiring a graduate degree and can pursue career in retail.
- ▶ Retail sector is booming in India and there are lot of career opportunities in various brands/retailers and also new jobs roles are being created in the retail sector.
- ▶ Based on the curriculum, each semester is designed to give the practical exposure to the students for specific retail job roles.

For more information

Contact Persons at Retailers Association of India

Dr. Lawrence Fernandes, 09029089915, lawrence@rai.net.in

Mr. Shwet Kumar Pandey, 09210934949, shwet@rai.net.in

Ms. Meenakshi Chudamani, 09820626315, meenakshi@rai.net.in

Ms. Bindiya Sharma, 09999262770, bindiya@rai.net.in

Contact Persons at IGNOU

Prof. Nawal Kishor, 011 29573026, nkishor@ignou.ac.in

Prof. Madhulika P Sarkar, 011 29573023, madhulikap.sarkar@ignou.ac.in



Retailers Association of India (RAI)

111/112, Ascot Centre, Near Hotel ITC Maratha, Sahar Road, Sahar, Andheri (E), Mumbai - 400099.

Email: info@rai.net.in | Website: www.rai.net.in | CIN: U91990MH2005GAP151959



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