

Overall Structure of BBA in Retailing

Structure for First Year:

Semester 1:

Course Topics
Introduction to Retail
Introduction to Retail Sales
Customer Service and Customer Relationship Management
Activities Related with Job Roles: Case Study on Retail Marketing (Workbook)

Semester 2:

Course Topics
Retail Store Operations
Advance Retail Sales Skills
Organization and Team Dynamics
On-Job-Training (Minimum 2 Months)

Structure for Second Year:

Semester 3:

Course Topics
Advance Retail Operations
Visual Merchandising
Introduction to Store Management
Activity-based on Defined Job Role

Semester 4:

Course Topics
Advance Store Management
Leading and Managing Team
Customer Experience Management
On-Job-Training (Minimum 2 Months)

Structure for Third Year:

Semester 5:

Course Topics
Buying and Merchandise Management
IT Application in Retail
Process, Compliance, Loss Prevention and Shrinkages
Activity-based Case Study on Retail Operations

Semester 6:

Course Topics
Project Study
People and Process Management
Retail Marketing
Presentation and Viva-Voce