



GALGOTIAS UNIVERSITY



School of Skill Sciences & Entrepreneurship

Program

Bachelor of Business Administration

Retail Management & Digital Marketing

Program Structure

BBA - Semester I						
Course Code	Course Titles	Classroom Instruction (CI)		Lab Instruction (LI)	Skills Instruction (SI)	Credits
		L	T	P	S	
	Foundation of Retail Management	1	0	1	1	3
	Accounting for Business Decisions	1	1	1	1	4
	Introduction to E-commerce	1	1	1	1	4
	Selling & Negotiation Skills	1	1	1	1	4
	Principles of Marketing	1	0	1	1	3
	Fundamentals of Entrepreneurship	1		0	1	2
	G-PULSE-I				1	1
	Gig Internship-I				1	1
		6	3	5	8	22
BBA - Semester II						
Course Code	Course Title	L	T	P	S	Credits
	Retail Merchandise Management	1		1	1	3
	Retail Supply Chain & Logistics Management	1		1	1	3
	Retail Store Operations & Visual Merchandising	1	1	1	1	4
	Consumer Behaviour & Market Research	1	1	1	0	3
	Entrepreneurship and Innovation	1			1	2

	IKS-II	1		0	1	2
	G-PULSE-II				1	1
	Gig Internship-II				1	1
	Internship-I				8	8
		6	2	4	15	27
BBA - Semester III						
Course Code	Course Title	L	T	P	S	Credits
	People Management & Workplace Behaviour	1	0	1	1	3
	Fundamentals of Digital Marketing	1	0	1	1	3
	Legal Compliances in Retail & E-commerce	1	1	1	0	3
	Franchise Management	1	0	1	1	3
	Real Estate & Mall Management	1	1	1	1	4
	Entrepreneurial Strategic approach	1		0	1	2
	Environment and Sustainable Study	1		0	1	2
	G-PULSE-III				1	1
	Gig Internship-III				1	1
		7	2	5	8	22
BBA - Semester IV						
Course Code	Course Title	L	T	P	S	Credits
	ERP & Data Visualization in Retail	1	0	1	1	3

	Marketing Analytics & Data-Driven Decision Making	1	1	1	1	4
	Customer Relationship Management & Loyalty Programs	1	1	1	0	3
	Retail Technology- AI, IoT & Smart Stores	1	0	1	1	3
	Entrepreneurship and Family Business	1		0	1	2
	Cyber Security	1		0	1	2
	G-PULSE-IV				1	1
	Gig Internship-IV				1	1
	Internship-II				8	8
		6	2	4	15	27
BBA - Semester V						
Course Code	Course Title	L	T	P	S	Credits
	Electives Subject 1	1	0	1	1	3
	Electives Subject 2	1	1	1	0	3
	Retail Brand Management & Private Label Strategy	1	1	1	1	4
	Integrated Digital Campaign Management	1	1	1	1	4
	Capstone Project	0	0	0	4	4
	Start-up Operations, Marketing and Growth	1	0		1	2
	G-PULSE-V				1	1
	Gig Internship-V				1	1
		5	3	4	10	22

BBA - Semester VI						
Course Code	Course Title	L	T	P	S	Credits
	Internship (20 Weeks)				20	20
	Total	30	12	22	76	140

 Elective Group A — E-Commerce Management	
#	Proposed Courses
1	E-Commerce Strategy & Marketplace Scaling
2	E-Commerce Analytics & Conversion Rate Optimisation
 Elective Group B — Luxury Retail Management	
#	Proposed Courses
1	Luxury Brand Management & Retail Aesthetics
2	Luxury Consumer Psychology & Experiential Retail
 Elective Group C — International Retail	
#	Proposed Courses
1	Global Retail Formats & Cross-Border E-Commerce
2	Retail Localisation & Emerging Market Strategies