

Sector: Retail Management								
Program: Bachelor of Vocation in Retail Management (General)								
Semester: I								
Sl. No	Course Type	Semester	Course Code	Course	L	T	P	C
1	General Education	I		Introduction to Retail Management	3			3
2	General Education	I		Consumer Behaviour	3			3
3	General Education	I		Retail Operation and Technology	3			3
4	General Education	I		Supply Chain Management	3			3
5	OJT	I		Exposure to a Retail Company				18 18
	TOTAL				12			18 30
Semester: II								
1	General Education	II		Retail Marketing and Branding	3			3
2	General Education	II		Store Layout and Visual Merchandising	3			3
3	General Education	II		Retail Financial Management	3			3
4	General Education	II		E-commerce and omnichannel Retailing	3			3
5	OJT	II		Exposure to large or niche brand				18 18
	TOTAL				12			18 30
Semester III								
1	General Education	III		Customer Service Excellence	3			3
2	General Education	III		Retail HR Management	3			3
3	General Education	III		Retail Analytics	3			3
4	General Education	III		Global Retailing	3			3
5	OJT	III		Experience with International brands				18 18
	TOTAL				12			18 30
Semester IV								
1	General Education	IV		Emerging Technologies in Retail	3			3
2	General Education	IV		Sustainable Retailing	3			3
3	General Education	IV		Private Label Strategy	3			3
4	General Education	IV		Retail Sales and promotion	3			3
5	OJT	IV		Exposure to project-based engagement				18 18
	TOTAL				12			18 30
Semester V								
1	General Education	V		Mall Management and Commercial Real Estate	3			3
2	General Education	V		Event and Experience in Retail	3			3
3	General Education	V		Retail Legal and Ethical Considerations	3			3
4	General Education	V		Digital Marketing for retail	3			3
5	OJT	V		Exposure to working at the Managerial level in Retail				18 18
	TOTAL				12			18 30
Semester VI								
1	General Education	VI		Retail Strategy and Innovation	3			3
2	General Education	VI		Crisis Management in Retail	3			3
3	General Education	VI		Leadership in Retail	0			0
4	General Education	VI		Major Project	6			6
5	OJT	VI		Company-specific role				18 18
	TOTAL				12			18 30