Curriculum for

BBA in Retail Management AY2025 - 2026

Foundation Courses*

Introduction to Retail & Customer Service Sem Sem Course Title Credit Credit Sem Inventory & Stock Handling Basics Sem Sem Course Title Credit Sem Inventory & Stock Handling Basics Sem Sem Course Title Credit Sem Inventory & Stock Handling Basics Sem Sem Course Title Credit Sem Inventory & Stock Handling Basics Sem Sem Course Title Credit Sem Inventory & Stock Handling Sem	Com	Course Title	Credit
Service Basics of Sales Transactions & Billing 3 1 1 1 1 1 1 1 1 1	Sem		
Basics of Sales Transactions & Billing 1	I		3
Total Vocational Credits Sem I Sem Course Title Credit II Product Knowledge & Demonstration II Inventory & Stock Handling Basics II Vocational Practical Sem Course Title Credit III Sales Planning & Target Achievement III Vocational Practical IV Store Supervision & Team Leadership IV Store Supervision & Team Leadership IV Vocational Practical IV Vocational Practical IV Vocational Practical IV Vocational Practical IV Store Operation & Retail Analytics V Retail Marketing & Visual Merchandising V Retail Training and Motivation V Vocational Practical I Productional Credits Sem V Retail Training and Motivation V Vocational Practical I Productional Credits Sem V Retail Sem Course Title Credit V Store Operation & Retail Analytics I Productional Practical I Productional P	I		3
Sem Course Title Credit	I	Vocational Practical	12
II	Total Vocational Credits Sem	ı	18
II	Sem	Course Title	Credit
II	II	Product Knowledge & Demonstration	3
Sem Course Title Credit	II		3
Sem Course Title Credit	II	Vocational Practical	12
III Sales Planning & Target Achievement 3	Total Vocational Credits Sem II		18
III	Sem	Course Title	Credit
Handling III Vocational Practical 12 Total Vocational Credits Sem III 18 Sem	III	Sales Planning & Target Achievement	3
Total Vocational Credits Sem III Sem Course Title Credit IV Store Supervision & Team Leadership 3 IV Cash Management & Loss Prevention 3 IV Vocational Practical 12 Total Vocational Credits Sem IV Sem Course Title Credit V Store Operation & Retail Analytics 2 V Retail Marketing & Visual Merchandising 12 Wherchandising 12 Wherchandising 13 V Vocational Practical 14 V Store Operation & Retail Analytics 15 V Retail Marketing & Visual 16 Wherchandising 16 V Wocational Practical 15 Total Vocational Credits Sem V 18 Sem Course Title Credit 12 Total Vocational Credits Sem V 18 Sem Course Title Credit 12 VI Retail Strategy & Entrepreneurship 3 VI Supply Chain & Logistics in Retail 3 VI Capstone Project (Integrated with Apprenticeship) VI Vocational Practical 12	III	Customer Relationship & Complaint	3
Total Vocational Credits Sem III18SemCourse TitleCreditIVStore Supervision & Team Leadership3IVCash Management & Loss Prevention3IVVocational Practical12Total Vocational Credits Sem IVSemCourse TitleCreditVStore Operation & Retail Analytics2VRetail Marketing & Visual Merchandising2VHR in Retail – Training and Motivation2VVocational Practical12Total Vocational Credits Sem V18SemCourse TitleCreditVIRetail Strategy & Entrepreneurship3VISupply Chain & Logistics in Retail3VICapstone Project (Integrated with Apprenticeship)2VIVocational Practical12		Handling	
Sem Course Title Credit	III	Vocational Practical	12
IV Store Supervision & Team Leadership 3	Total Vocational Credits Sem	18	
IVCash Management & Loss Prevention3IVVocational Practical12Total Vocational Credits Sem IV18SemCourse TitleCreditVStore Operation & Retail Analytics2VRetail Marketing & Visual Merchandising2VHR in Retail – Training and Motivation2VVocational Practical12Total Vocational Credits Sem V18SemCourse TitleCreditVIRetail Strategy & Entrepreneurship3VISupply Chain & Logistics in Retail3VICapstone Project (Integrated with Apprenticeship)2VIVocational Practical12	Sem	Course Title	Credit
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Total Vocational Credits Sem IVSemCourse TitleCreditVStore Operation & Retail Analytics2VRetail Marketing & Visual Merchandising2VHR in Retail – Training and Motivation2VVocational Practical12Total Vocational Credits Sem V18SemCourse TitleCreditVIRetail Strategy & Entrepreneurship3VISupply Chain & Logistics in Retail3VICapstone Project (Integrated with Apprenticeship)2VIVocational Practical12	IV		3
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V Store Operation & Retail Analytics 2 V Retail Marketing & Visual Merchandising 2 V HR in Retail – Training and Motivation 2 V Vocational Practical 12 Total Vocational Credits Sem V 18 Sem Course Title Credit VI Retail Strategy & Entrepreneurship 3 VI Supply Chain & Logistics in Retail 3 VI Capstone Project (Integrated with Apprenticeship) 2 VI Vocational Practical 12	Total Vocational Credits Sem	18	
V Retail Marketing & Visual Merchandising 2 V HR in Retail – Training and Motivation 2 V Vocational Practical 12 Total Vocational Credits Sem V 18 Sem Course Title Credit VI Retail Strategy & Entrepreneurship 3 VI Supply Chain & Logistics in Retail 3 VI Capstone Project (Integrated with Apprenticeship) 2 VI Vocational Practical 12	Sem	Course Title	Credit
MerchandisingVHR in Retail – Training and Motivation2VVocational Practical12Total Vocational Credits Sem V18SemCourse TitleCreditVIRetail Strategy & Entrepreneurship3VISupply Chain & Logistics in Retail3VICapstone Project (Integrated with Apprenticeship)2VIVocational Practical12	V	Store Operation & Retail Analytics	2
V HR in Retail – Training and Motivation V Vocational Practical 12 Total Vocational Credits Sem V 18 Sem Course Title Credit VI Retail Strategy & Entrepreneurship 3 VI Supply Chain & Logistics in Retail 3 VI Capstone Project (Integrated with Apprenticeship) VI Vocational Practical 12	V	Retail Marketing & Visual	2
Motivation V Vocational Practical 12 Total Vocational Credits Sem V 18 Sem Course Title Credit VI Retail Strategy & Entrepreneurship 3 VI Supply Chain & Logistics in Retail 3 VI Capstone Project (Integrated with Apprenticeship) VI Vocational Practical 12		Merchandising	
VVocational Practical12Total Vocational Credits Sem V18SemCourse TitleCreditVIRetail Strategy & Entrepreneurship3VISupply Chain & Logistics in Retail3VICapstone Project (Integrated with Apprenticeship)2VIVocational Practical12	V	HR in Retail – Training and	2
Total Vocational Credits Sem V18SemCourse TitleCreditVIRetail Strategy & Entrepreneurship3VISupply Chain & Logistics in Retail3VICapstone Project (Integrated with Apprenticeship)2VIVocational Practical12		Motivation	
SemCourse TitleCreditVIRetail Strategy & Entrepreneurship3VISupply Chain & Logistics in Retail3VICapstone Project (Integrated with Apprenticeship)2VIVocational Practical12	V	Vocational Practical	12
VI Retail Strategy & Entrepreneurship 3 VI Supply Chain & Logistics in Retail 3 VI Capstone Project (Integrated with Apprenticeship) VI Vocational Practical 12	Total Vocational Credits Sem V		18
VI Supply Chain & Logistics in Retail 3 VI Capstone Project (Integrated with Apprenticeship) 2 VI Vocational Practical 12	Sem	Course Title	Credit
VI Capstone Project (Integrated with 2 Apprenticeship) VI Vocational Practical 12	VI	Retail Strategy & Entrepreneurship	
Apprenticeship) VI Vocational Practical 12	VI		
VI Vocational Practical 12	VI	Capstone Project (Integrated with	2
		Apprenticeship)	
Total Vocational Credits Sem VI 20	VI	Vocational Practical	12
	Total Vocational Credits Sem VI		20

*General education and soft skills courses are offered alongside the vocational courses

Sem	Course Title	Credit
I	Business Communication & English	2
1	Environmental Studies & Sustainability	2
II	Workplace Etiquette & Employability Skills	2
III	Indian Economy & Retail Sector	2
III	Digital Literacy in Retail	2
IV	Business Ethics & CSR	2
V	Research Methodology & Business Analytics	2
V	Entrepreneurship & Innovation	2
VI	Sustainable Business Practices	2

The Total Number of credits earned per semester is listed below:

Sem	Number of credits
I	22
II	20
III	22
IV	20
V	22
VI	22
Total Credits earned across the B. Voc/BBA	
program	128

For Any Queries, Please Contact: & Phone Number: +91 7019032418