

**Curriculum for**  
**BBA in Retail Management AY2025 - 2026**  
**Foundation Courses\***

Sem	Course Title	Credit
I	Introduction to Retail & Customer Service	3
I	Basics of Sales Transactions & Billing	3
I	Vocational Practical	12
<b>Total Vocational Credits Sem I</b>		<b>18</b>
Sem	Course Title	Credit
II	Product Knowledge & Demonstration	3
II	Inventory & Stock Handling Basics	3
II	Vocational Practical	12
<b>Total Vocational Credits Sem II</b>		<b>18</b>
Sem	Course Title	Credit
III	Sales Planning & Target Achievement	3
III	Customer Relationship & Complaint Handling	3
III	Vocational Practical	12
<b>Total Vocational Credits Sem III</b>		<b>18</b>
Sem	Course Title	Credit
IV	Store Supervision & Team Leadership	3
IV	Cash Management & Loss Prevention	3
IV	Vocational Practical	12
<b>Total Vocational Credits Sem IV</b>		<b>18</b>
Sem	Course Title	Credit
V	Store Operation & Retail Analytics	2
V	Retail Marketing & Visual Merchandising	2
V	HR in Retail – Training and Motivation	2
V	Vocational Practical	12
<b>Total Vocational Credits Sem V</b>		<b>18</b>
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
<b>Total Vocational Credits Sem VI</b>		<b>20</b>

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

Sem	Course Title	Credit
I	Business Communication & English	2
I	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
<b>Total Credits earned across the B. Voc/BBA program</b>	<b>128</b>

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