

BBA IN RETAIL MANAGEMENT



Program Brief:

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries and it accounts for over 10 percent of the country's Gross Domestic Product (GDP) and around 8 percent of the employment. India is the world's fifth-largest global destination in the retail space. India's retail market is expected to increase by 60 per cent to reach US\$ 1.1 trillion by 2020. India's e-commerce industry is forecasted to US\$ 53 billion by 2020. The retail sector is poised to create additional 10 million new jobs by 2022 in traditional, organised and e-commerce retail.

BBA in Retail Management aims to address the ever-growing need of skilled manpower in the Retail sector. Trainees shall have access to working in organised and e-commerce retail with reputed domestic and multinational retail companies and acquire hands on expertise in working with the entire gamut of Retail Management.

Trainees shall be abreast with industrial best practices on industrial occupational health and safety, total quality management and other aspects of retail operations. Adequate emphasis is laid on holistic 360 degree personality development through communication skills, soft skills, yoga, grooming and mentoring.

Program Model and training methodology :

- The curriculum are aligned to Qualification Packs (QPs) / National Occupational Standards (NOSs) of selected job role(s) of Retailers Association Skill Council of India.
- The program emphasise more on "learning by doing" with 70% weightage is given on hands on training during classrooms training and "Earn -while-Learn" stipendiary On the Job Training (SOJT) at partner industries.
- Trainees shall spend 6 months in a year with partner industries under the contractual employment or apprentice models like National Apprenticeship Promotion Scheme (NAPS)/ National Employment Enhancement Mission (NEEM) programs launched by Government of India.
- Trainees shall also undergo extensive training on 360 degree personality development through communication skills, soft skills, yoga, grooming and mentoring.
- Trainees shall have access to the online cloud hosted Seacom Skill University learning management system (LMS) containing all recorded lectures, notes and reference resources. Trainees can take up online internal assessments and submit internal assignments for evaluation.

Program Highlights :

- Dual education mode with Focus on acquiring Skills and Industry orientation
- 6 months/year of paid On the Job Training (OJT) at partner industries
- Earn -while-Learn
- Excellence employment opportunity and Career Enhancement
- 100% guaranteed Employment /Self Employment/ Apprenticeship
- Online learning management system
- Flexible Entry-Exit
- Skill Partner : Retailers Association Skill Council of India
- Industry Partner: Retailers Association of India

Eligibility Criteria:

- 10+2 or
- 10+ 3 years Diploma or
- any other equivalent qualification



Program Structure :

SEM	Subject/QP
SEM-I	English Language , Business Communication ,Soft skills, Grooming and behavioural skills Environmental Science
	Management Principles and Practices
	Business Economics and Business Accounting
	Retail Business Management
	Customer Relationship Management
SEM-II	Industrial Internship/OJT-Retail Store Operation essentials(RAS/Q0101)
	Industrial Internship/OJT-Retail Sales Operations (RAS/Q0104,RAS/Q0604)
	Industrial Internship/OJT -Distribution Network and Sales operation
SEM-III	Quantitative Methods and Business Mathematics
	Organisational Behaviour and Human Resources Management
	Marketing Management
	Production and Operations Management
	Inventory , Logistics and Supply Chain Management
SEM-IV	Industrial Internship/OJT-Category Management
	Industrial Internship/OJT -Visual Merchandising (RAS/Q0402)
	Industrial Internship/OJT -Retail Operations Management (RAS/Q0106)
SEM-V	Industrial Internship/OJT-Retail Store and Team Management (RAS/Q0105)
	IT Essentials and Management Information Systems
	Cost and Financial Accounting
	E- Retailing
	Entrepreneurship Development (RAS/Q0205)
SEM-VI	Multi-outlet Retail Sales and Distribution Management (RAS/Q0203)
	Industrial Internship/OJT-Managing Multi Retail outlets
	Industrial Internship/OJT - Retail Marketing - Building and managing Retail Brands
SEM-VI	Industrial Internship/OJT - Retail Distribution Network Management
	Industrial Internship/OJT -e Retail Operations

Placement opportunities:

Distil Reinforcing Skills has established excellent industry collaborations with over 50 leading Indian and foreign Retail organisations in India and offers 100% assured employment /self employment/ apprenticeship with Rs.6000-15000 monthly stipend/emoluments.

