

B.B.A. (Retail Management)

Department: Skill Department of Management Studies

Faculty: Skill Faculty of Management Studies & Research

Industry Partner: Maruti Suzuki/Lenskart

Total Programme Fee (Rs.): 33000/-

Age Limits (Yrs): Min: 17 Max: 25

Eligibility: 10+2 OR 10+2 and L4 certificate in relevant field

About the Programme: BBA Retail Management is a 3-year undergraduate course essentially covering the concepts and processes involved in retail related domains. The curriculum is designed with the aim of familiarizing students with the inner working of the business world. Students are taught to develop communication and leadership skills, and attain expertise in areas of Accounting, IT, and Management, International Trade, and Strategic Location. The dual vocational education programme is a three-year program which consists of a combination of on job training and class room learning. The program is a work integrated training which includes on-the-job (hands on experience). Each student of two different batches will undergo for an OJT with Maruti Suzuki India.

Format for Program-Specific Career Options to be uploaded on Council's Website

1	Program of Study and its duration	BBA Retail Management, 3 Years
2	MOU's and Collaboration for this program	MSIL
3	Business Houses/ Companies which visits Campus for recruitment	MSIL HDFC, Mount Talent Concentrix
4	Details of Business Houses/Companies offering in industrial projects/training	MSIL
5	Projects/training offered by University	Yes
6	Entrepreneurship Opportunities	Can Start auto retail dealership.
7	Opportunities in Education Sector	Yes, Can go for higher education, MBA
8	Opportunities as Social Worker	Can join CSR based dealership projects
9	Opportunities in other Nations	Yes, Placement in MNCs
10	Opportunities as an Academician	Yes, can teach to short term Skill Courses in Retail
11	Opportunities for Nation Development	If students will start business or do job, they will help in nation development
12	Opportunities as Consultant	Yes, By providing counselling services about cars
13	Opportunities for self-employment and How Program leads to livelihood?	Yes, starting their own dealership or consultancy Firm about cars
14	Role/Details of Specific Membership for the program (for eg. CII, AIMA, ISTE IAA etc.)	Yes AIMA, IIM Lucknow
15	Aptness of the program with future challenges	Yes
16	Can program contribute in rural development? How?	Yes, employment generation in villages
17	Industrial Visits related to the program made by students	Yes, MSIL

[Signature]
 Registrar
 University Name

[Signature]
 HOD/ Chairperson
 Deptt. Of.....
 Dean
 School of Management
 University Name
 SVSU

Note: Duly signed by the Chairperson/ HOD and Countersigned by the Registrar of the University.