

BBA in Retail Operations (AEDP)

Duration: 3 Years

Eligibility Criteria:

Candidates fulfilling any one of the following criteria are eligible for the program:

- 12th Standard Pass
- 10th Standard Pass plus completed 2nd Year of Diploma
- 10th Standard Pass plus completed 3 years of vocational education
- 10th Standard Pass plus 1 year NTC plus CITS plus 1 year work experience

Program Outline:

SEMESTER 1		
S.No	Subject Name	Course Type
1	Introduction to Retail Store Operations	Theory
2	Health and Safety	Theory
3	Science and World	Theory
4	Employability Skills (Basics)	Theory
5	Professional Skills (Career Skills)	Practical
6	Job Role – 1	OJT

SEMESTER 2		
S.No	Subject Name	Course Type
1	Customer Relationship Management	Theory
2	In- Store and Non-Store Retailing	Theory
3	Introduction to Retail Store Design	Theory
4	Universal Human Values	Theory
5	Communication Skills (English)	Practical
6	Job Role – 2	OJT

SEMESTER 3		
S.No	Subject Name	Course Type
1	Store Operations Management	Theory
2	Non Store Retailing	Theory
3	Logistics and Supply Chain Management	Theory
4	Introduction to Contemporary Social Problems	Theory
5	Professional Skills (Team Skills)	Practical
6	Job Role - 3	OJT

SEMESTER 4		
S.No	Subject Name	Course Type
1	Consumer Behaviour	Theory
2	Sales and Distribution Management	Theory
3	Leadership and Management Skills	Practical
4	Entrepreneurship Orientation	Theory
5	Job Role - 4	OJT

SEMESTER 5		
S.No	Subject Name	Course Type
1	International and E-Retailing	Theory
2	Retail Management	Theory
3	Business Communication	Theory
4	Minor Stream	Theory
5	Job Role - 5	OJT

SEMESTER 6		
S.No	Subject Name	Course Type
1	Job Role - 6	OJT
2	Project Work	Practical
3	Minor Stream - Field Practice	OJT

Career Prospects:

This program can open up opportunities for the students in the following carriers:

Entry Level

- Retail Cashier
- Retail Sales Associate
- Retail Associate cum Cashier
- Retail Fulfillment Executive
- Distributor Salesman

Middle Level

- Retail Team Leader
- Retail Sales Specialist cum Cashier
- Individual Sales Professional
- Seller Activation Executive
- Digital Cataloguer
- Sales Supervisor

Senior Level

- Visual Merchandiser
- Business Builder/Retailer
- Retail Departmental Manager
- Business Leader/Multi-outlet Retailer
- Retail Store Manager
- Business Enhancer/Multichannel Retailer