

BBA

Retail Management

Curriculum 2023

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IN COLLABORATION WITH SAGE
UNIVERSITY, INDORE



B.B.A.

Retail Management

The demand for effective retail management professionals has tremendously risen in the recent times as the retail sector is now spreading over to smaller cities. A number of Indian and International retail Chains have begun operations establishing hundreds of shopping malls, departmental stores, and supermarkets in India.

Core Focus Areas

- Business Ethics & Corporate Governance
- Business Communication & Professional Ethics
- Business Economics, Theories, and Applications
- Customer Relation Management and Customer
- E-Commerce
- Entrepreneurship & Small Business
- Fundamentals of Computing
- Human Resource Management
- IT in Retailing
- International Retailing
- International Trade Business
- Introduction to Financial Markets
- Introduction to Business Accounting
- Introduction to Materials Management & Production

Course

The Course integrates excellent instruction with cutting-edge research on consumer behaviour, sales and retail marketing. The program specialises in traditional and digital retail functions and perfectly fits the ever-growing needs of the retail industry. It focusses on strategic thinking, market planning, organisational development and advanced communication skills.

Employment Areas

- Advertising Manager
- Administrative Officer
- Brand Manager / Store Manager
- Communications Manager
- Department Manager / Operations Manager
- Logistics and Warehouse Manager
- Merchandise Officer
- Marketing Executive / New Product Manager
- Public Relations Executive
- Restaurant Manager
- Retail Buyers and Merchandisers / Retail Executive / Customer Care Executive
- Supply Chain Distributor
- Sales Executive / Sales Manager / Sales Associate

Companies hiring



Semester 1

- Principles of Management & Practices
- Introduction to Retail Management
- Basic Economics & Financial Management
- Business Communication
- Materials & Production Management

Semester 2

- Marketing and Sales Management
- Managing People and Organizations
- Buying, Merchandising and Category Management
- Open Elective 1 (anyone):
 - Advanced Corporate Communication
 - Advertising & Publicity: Tools, Technique, Media
 - Business Economics, Theories, and Applications
- Management Information Systems
- Business Law

Semester 3

- Operations Management Procurement & Inventory
- Mall Management
- Financial Retail Management
- Statutory & Legal Compliances in Retail
- Vendor Management
- Open Elective (Anyone):
Retail Sales Management
Consumer Behaviour

Semester 4

- E Commerce, Entrepreneurship & Small Business
- Store Location Identifying, Design and Layout Planning
- Research Methodology
- Store Operation Management and SOP Implementation
- Warehousing Management
- IT in Retailing (Entrepreneurship)

Semester 5

- Retail Branding
- Retail Selling Techniques
- Brand Management
- Specialization Elective three
- Open Elective (Anyone):
 - International Political and Economic Systems
 - Start-Up Management
 - Family Business Management

Semester 6

- Entrepreneurship Development
- Digital Marketing
- Internship
- Supply and Logistics Chain Management
- Open Elective: (Anyone)
 - Rural Retail
 - International Retailing
 - Inventory Management
 - FMCG Management