



**Delhi Skill and
Entrepreneurship University**

**BBA
(Retail
Management)**



Effective from Academic Year 2022-23

Program Information

Introduction

The Indian retail industry has been growing at a steady pace fuelled by factors like changing lifestyles, rising disposable incomes, favorable demographics, and easy credit availability. The retail sector contributes to 23% of the GDP, which is driven by an increasing Private Final Consumption Expenditure (PFCE) over the last few years. In terms of Foreign Direct Investment (FDI) – cumulative value of the retail sector has more than doubled driven by liberalization in single brand retail norms leading to creation of multiple job opportunities in the organized sector for skilled individuals.

Program Objectives

Delhi Skill and Entrepreneurship University (DSEU)'s BBA (Retail Management) undergraduate program enables students to understand, build and enhance their knowledge and skills about the ever dynamic and growing sector of Retail in India ! It provides strong inputs on the Retail industry, its various institutions, its regulators, its customer segments, etc. It provides a combination of theory, and practical exposure to provide a skilling experience to students that makes them ready for immediate deployment in various organizations of the Retail industry contributing via increased productivity from the time they join the organizations,

The skills developed include ability to manage the shop floor, cashiering, product merchandising, Customer Service excellence, Selling/Marketing skills and other related fields which are mandatory for a strong career in the retail sector.

Further students will also have the option of flexible Entry and Exit from the course, with the ability to exit with a Certificate after first year, a Diploma after second year and Degree after Third Year.

Pedagogy and Teaching Methodology

Additionally, this programme's in-depth and effective pedagogy (developed in consultation with leading industry players) will focus on active classroom training, real-world examples, guest lectures by veterans of the Retail industry and hands-on On the Job training to enable students to become all-rounder employees! On completing this programme, one will receive a certificate, diploma, and degree (depending upon one's interest and how long one has been engaged with this program). This program is a 3-year course leading to a BBA (Bachelor of Business Administration), Retail Management degree on completion and one will be eligible for the prestigious Executive Alumni Status of DSEU, Delhi.

Placement and Internship

With strong industry inputs and partnerships since the inception of this course, the design and development of curriculum of this prestigious program focuses on hands on contemporary skill development such that students will have ample opportunity to get the much-required projects and industry internship experience which will pave the way for a strong foundation for a future career in Retail.

Credit scheme

Semester I			
S No.	Course Code	Course Name	Total Credits
1	RTM-DC101	Introduction to Retail Operations	3
2	RTM-DC102	Instore Cashiering and Merchandising Operations	3
3	RTM-DC103	Sales Management - I	3
4	RTM-DC104	Business Economics	3
5	RTM-DC105	Principles of Management	2
6	RTM-AE101	English Communication - I	2
7	RTM-FW101	Face The World Skills (FTW) - I	3
8	RTM-SI101	Retail Associate cum Cashier- I	6
Total			25

Semester II			
S No.	Course Code	Course Name	Total Credits
1	RTM-DC201	Merchandising and Display Operations	3
2	RTM-DC202	Customer Relationship Management	2
3	RTM-DC203	Sales Management - II	3
4	RTM-DC204	Ethics and Legal Aspects in Retail	2
5	RTM-AE201	English Communication - II	2
6	RTM-AE202	Environmental Studies - I	2
7	RTM-FW201	Face The World Skills (FTW) - II	1
8	RTM-SI201	Retail Associate cum Cashier	12
Total			27

Semester III			
S No.	Course Code	Course Name	Total Credits
1	RTM-DC301	Consumer Behaviour	2
2	RTM-DC302	Visual Merchandising and EVM	4
3	RTM-DC303	Sales Management - II	2
4	RTM-DC304	Principles of Management	2
5	RTM-DC305	Customer Relationship Management	2
6	RTM-FW301	Face the World Skills - III	1
7	RTM-AE301	Environmental Studies - II	2
8	RTM-SI301	Retail Sales Associate-I	12
Total			27

Semester IV			
S No.	Course Code	Course Name	Total Credits
1	RTM-DC401	FMCG/ FMCD Distribution Management	2
2	RTM-DC402	Store Planning	3
3	RTM-DC403	Retail Analytics (Statistics and Data Analysis)	3
4	RTM-DC404	Ethics and Legal Aspects in Retail	2
5	RTM-DC405	Business Financials	2
6	RTM-FW401	Face the World Skills - IV	1
7	RTM-SI401	Retail Sales Associate-II	12
Total			25

Semester V			
S No.	Course Code	Course Name	Total Credits
1	RTM-DC501	Customer Relationship Management	2
2	RTM-DC502	Retail marketing	2
3	RTM-DC503	Store operations strategy	2
4	RTM-DC504	Human Resource Management in Retail	2
5	RTM-DC505	Introduction to ERP & Retail application	2
6	RTM-FW501	Face the World Skills- V (Team Management – I)	2
7	RTM-SI501	Retail Team Leader-I	12
Total			24

Semester VI			
S No.	Course Code	Course Name	Total Credits
1	RTM-DC601	Retail Strategy Growth & Expansion	2
2	RTM-DC602	Customer Experience Management	2
3	RTM-DC603	Mall Management	2
4	RTM-DC604	Ecommerce & Non Retail Formats	2
5	RTM-DC605	Entrepreneurship and Innovation (Retail)	2
6	RTM-FW601	FTW 5 (Team Management – II)	2
7	RTM-SI601	Retail Team Leader-II	12
Total			24

Note: The detailed syllabi for courses that are common across programs, for example, English Communication, Face the World, etc., are presented separately.