



Symbiosis Skills and Open University

BBA-Retail Management

**(Bachelor of Business Administration-Retail
Management)**

Programme Structure

2018-19

School of Retail Management							
Curriculum of BBA Retail Management (2018)							
Semester	Codes	Courses	L	T	P	S	Credits
Semester 1	MGMT101	Principles of Management	1	0	1	1	3
	MGMT102	Basics of Economics	1	1	1	1	4
	MGMT116	Basics of Accounting	1	1	1	1	4
	MGMT117	Business Computing	1	0	1	1	3
	MGMT118	Principles of Marketing I	1	1	1	1	4
	RETL101	Fundamentals of Retailing	1	1	1	1	4
	IDSC101	Communication Skills-I	0	0	0	3	3
		IDSC TALENT SKILLS	0	0	0	0	0
							25
Semester 2	RETL201	Retail Merchandise Management	1	1	1	1	4
	MGMT201	Human Resource Management	1	1	1	1	4
	MGMT202	Principles of Marketing II	1	0	1	1	3
	RETL202	Legal Aspects of Retail Business I	1	0	1	1	3
	RETL203	Retail Logistics Management	1	0	1	1	3
	IEVS100	Environmental Studies	2	0	0	1	3
	IDSC102	Communication Skills-I I	0	0	0	3	3
	RETL204	Internship I	0	0	0	0	8
							31
Semester 3	RETL301	Legal Aspects of Retail Business II	1	0	1	1	3
	RETL302	Retail Store Design & Layout Planning	1	1	1	1	4
	RETL303	Customer Relationship Management	1	1	1	1	4
	RETL304	Retail Market Research	1	0	1	1	3
	RETL305	Visual Merchandising	1	1	1	1	4
	MGMT301	Organizational Behavior	1	0	1	1	3
	IDSC201	Personal Enhancement Skill-I (Employability skills)	0	0	0	3	3
		IDSC TALENT SKILLS	0	0	0	0	0
							24
Semester 4	RETL401	Retail Supply Chain Management	1	0	1	1	3
	RETL402	Retail Store Operations & Mall Management	1	1	1	1	4
	RETL403	Retail Information System	1	0	1	1	3
	MGMT401	Introduction to E-Commerce	1	1	1	1	4
	MGMT402	Spread Sheet Modeling	1	0	1	1	3
	DM100	Disaster Management(Non Credit)	0	0	0	0	0
	IDSC202	Personal Enhancement skills-II	0	0	0	3	3
	RETL404	Internship II	0	0	0	0	8
							28
Semester 5	RETL501	Product and Service Strategy	1	1	1	1	4

	RETL502	Retail Branding	1	1	1	1	4
	MGMT501	Entrepreneurship Development	1	0	1	1	3
	RETL503	Rural Retailing	1	1	1	1	4
	RETL504	Retail Data Analytics	1	1	1	1	4
	RETL505	Franchise Management	1	0	1	1	3
	IDSC301	Professional Competency Skill –I	0	0	0	3	3
		IDSC TALENT SKILLS	0	0	0	0	0

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Semester 6	MGMT601	Business Ethics and Governance (MOOCs with INT III)	1	0	1	1	3
	RETL601	Digital and Social Media in E Commerce (MOOCs with INT III)	1	0	1	1	3
	RETL602	Internship	0	0	0	0	14
							20
		BBA RETAIL MANAGEMENT TOTAL CREDIT	25+31+24+28+25+20				153