



Symbiosis Skills and Professional University

BBA-Retail and E-Commerce Management

**(Bachelor of Business Administration - Retail and
E-Commerce Management)**

**Programme Structure
2020-21**

School of Retail and E-Commerce Management							
Curriculum of BBA Retail and E-Commerce Management (2020)							
Semester	Code	Courses	L	T	P	S	Credits
Semester 1	MGMT101	Principles of Management	1	0	2	1	3
	RETL103	Theory and Applications of Retail Economics	1	1	2	1	4
	MGMT119	Accounting for Business Decision	1	1	2	1	4
	MGMT117	Business Computing	1	0	2	1	3
	MGMT120	Principles of Marketing	1	1	2	1	4
	RETL104	Basics of Retailing and Retail Operations	1	1	2	1	4
	IDSC101	Communication Skills-I	0	0	0	3	3
	IDSC	IDSC Talent Skill (Non Credit, Choice Based)					0
		Total Credits in Semester 1					25
Semester 2	RETL201	Retail Merchandise Management	1	1	2	1	4
	MGMT203	Elements of HRM and OB	1	1	2	1	4
	MGMT204	Consumer Psychology and Buying Behavior	1	0	2	1	3
	RETL205	Introduction to E-Commerce in Retail	1	0	2	1	3
	RETL203	Retail Logistics Management	1	0	2	1	3
	IEVS100	EVS	1	0	2	1	3
	IDSC102	Communication Skills-II	0	0	0	3	3
	RETL204	Internship I	0	0	0	0	8
		Total Credits in Semester 2					31

Semester 3	RETL306	Legal Practices in Retail and E Commerce	1	0	2	1	3
	RETL302	Retail Store Design & Layout Planning	1	1	2	1	4
	RETL307	CRM in Retail and E-Commerce	1	1	2	1	4
	RETL308	Market Research Techniques	1	0	2	1	3
	RETL305	Visual Merchandising	1	1	2	1	4
	MGMT302	E-Commerce Infrastructure and Framework in Retail	1	0	2	1	3
	IDSC201	Personal Enhancement Skill-I (Employability skills)	0	0	0	3	3
	IDSC	IDSC Talent Skill (Non Credit, Choice Based)	0	0	0	0	0
		Total Credits in Semester 3					24
Semester 4	RETL406	Retail Supply Chain Management and Dropshipping	1	0	2	1	3
	RETL402	Retail Store Operations & Mall Management	1	1	2	1	4
	RETL403	Retail Information System: Design, Approach and Components	1	0	2	1	3
	MGMT403	Fundamentals of Digital Marketing for Retail Business	1	1	2	1	4
	MGMT404	Start ups in Retail	1	0	2	1	3
	IDDM110	Disaster Management	0	0	0	0	0
	IDSC202	Personal Enhancement Skill-II	1	0	2	1	3
	RETL404	Internship II	0	0	0	0	8
		Total Credits in Semester 4					28

Semester 5	RETL501	Product and Service Strategy	1	1	2	1	4
	RETL506	Branding for Retail Managers	1	1	2	1	4
	MGMT502	Entrepreneurship and Family Business Management	1	0	2	1	3
	RETL507	Digital Marketing and User Experience	1	1	2	1	4
	RETL504	Retail Data Analytics	1	1	2	1	4
	RETL505	Franchise Management	1	0	2	1	3
	IDSC301	Professional Competency Skill –I	1	0	2	1	3
	IDSC	IDSC Talent Skill (Non Credit, Choice Based)	0	0	0	0	0
		Total Credits in Semester 5					25
Semester 6	MGMT601	Business Ethics and Governance in Retail and E-Commerce (MOOCs with INT III)	1	0	2	1	3
	RETL603	Start-ups in Digital Retail and E-Commerce (MOOCs with INT III)	1	0	2	1	3
	RETL602	Internship III	0	0	0	0	14
		Total Credits in Semester 6					20
BBA Retail and E-Commerce Management Total Credits			25+31+24+28+25+20				153