

India's retail sector is valued at US\$ 300 billion with a consumer base of 1.2 billion people. Major global retailers are also looking at setting up operations in India to capitalize on this large consumer base.

Retail as a sector for employment has gained attention not only from the Government but also from the general public. According to a survey conducted by India Retailing Forum, the retail industry will require a total 900,000 people, skilled & unskilled. With this demand, the retail industry, today, is facing a huge shortage of employable skills.

It is therefore imperative to provide learning opportunities to develop knowledge and skills which will immediately help in bridging the skill gap and also cater to the growing demand from this industry.

SMU offers a Bachelor's course in Retail Operations which encompasses an appropriate mix of academic and professional skills development, required by the retail industry.

**Objectives:-**

The course aims at realizing the following objectives:

- To develop the essential management skills required to meet & participate in an increasingly competitive business environment and with special focus on the Retail sector.
- To provide theoretical and practical knowledge of Retail operations.

- To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases/technical know how in the Retail sector.
- To hone the student's analytical abilities.
- To communicate effectively through writing and in interpersonal communication.
- To use information & communication technology effectively.
- To make informed decisions in selection, utilization & evaluation of opportunities/choices available.
- To give the student a starting edge in the Retail Industry.

**Eligibility:** 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education

**Course Fee:** Rs.9,700/- per semester inclusive of examination fees or as revised from time to time.

**Minimum duration:** 3 years (6 semesters).

**Maximum duration:** 6 years.

**Minimum counseling and hands-on experience at Learning Centers:** 160 hrs/semester.

**Course Structure**

First Semester		
Sub. Code	Title	Credit
CA0001	Marketing	4
CA0002	Organizational Behavior	2
CA0003	Supply Chain Management	2
CA0004	Merchandising -I	2
CA0005	Store Operations	2
CA0006	Retail Cashiering	2
CA0007	Retail Job Knowledge	2
<b>Total Credits</b>		<b>16</b>

Second Semester		
Sub. Code	Title	Credit
CA0008	Consumer Behavior	2
CA0009	Quantitative Techniques in Business	2
CA0010	Management Information Systems	2
CA0011	Financial Accounting & Audit	2
CA0012	Communication Skills	4
CA0013	Project	4
<b>Total Credits</b>		<b>32</b>

Third Semester		
Sub. Code	Title	Credit
CA0014	Retail Management	2
CA0015	Human Resource Management	2
CA0016	Managing Financial Resources	2
CA0017	Quality Management	2
CA0018	Warehousing Management	4
CA0019	Logistics Management	4
<b>Total Credits</b>		<b>48</b>

Fourth Semester		
Sub. Code	Title	Credit
CA0020	Research Methodology	2
CA0021	Legal Regulatory Framework	2
CA0022	Advertising & Sales Management	4
CA0023	Buying	4
CA0024	Merchandising -II	4
<b>Total Credits</b>		<b>64</b>

Fifth Semester		
Sub. Code	Title	Credit
CA0025	Business Strategy	4
CA0026	Management Development	2
CA0027	Production Management	2
CA0028	Taxation	2
CA0029	e-Commerce	2
CA0030	Project -Property Management	4
<b>Total Credits</b>		<b>80</b>

Sixth Semester		
Sub. Code	Title	Credit
CA0031	Management Accounting	2
CA0032	Introduction to Entrepreneurship Management	2
CA0033	Technology Management	4
CA0034	Retail Services Marketing	4
CA0035	Retail-Standard Operating Procedures	4
<b>Total Credits</b>		<b>96</b>