



BACHELOR OF BUSINESS ADMINISTRATION (BBA)- Retail Management

ELIGIBILITY

- 10+2 or
- 10+2 and L4 Certificate in relevant field

The dual vocational educational programme is a three years programme which consists of a combination of on job training (hands on experience) with Maruti Suzuki India and class room learning. This course is further divided into 6 semesters: 2 semester per year.

BBA in Retail Management will provide management education and basic understanding in various concepts of retail management. It is an appropriate course for the candidates who wish to make their career in retail industry. A retail manager must be dynamic and able to serve customers. The candidates who have successfully completed the course will be titled as “Retail Managers”. The duty of retail manager is to run the store successfully, meet the customer demands, increase the sale and monitor the financial performance of the store.

Programme Pedagogy

SVSU is running this programme in partnership with Maruti Suzuki India to facilitate student’s training and employability through on the job training (OJT) approach. The university has designed, developed and deployed Industry Integrated Dual Education Model (IIDEM) that enables students to “earn-while-learn” that provides an opportunity to enhance with the flexibility of entry and exit into a programme. This programme is focused on skill base education in which 60 percent of the credits are earned while working on the OJT and the rest 40 percent come from theoretical and conceptual training. The courses to be taught at University will be taught using innovative teaching pedagogy and shall be taught with the adequate mix of following modes:

✈ MOOCs /Online courses of reputed Institutes

✈ Emphasis on Indian Business Models

✈ Problem Based Learning

💡 Case Based Learning

💡 Field Study

💡 Teach Back Sessions

📁 Experimental/ Live Projects

📁 Leadership Building

📁 Sensitivity Training

📁 Embodied Learning



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Retail Management



Program Highlights

- ✓ Dual Education Model
- ✓ Work Integrated Learning Options
- ✓ World-class OJT/Internship Facility
- ✓ Theory, Practice & Rigorous Curriculum
- ✓ Leadership and Supervising
- ✓ Application-based Learning
- ✓ Highly Subsidized Fee
- ✓ Earn-while-Learn
- ✓ Learn and Apply Skills
- ✓ Placement Support
- ✓ Sessions on Selling Skills
- ✓ Sessions on Personality Development & Communication Skills

Industry Partner



Maruti Suzuki India Limited, formerly known as Maruti Udyog Limited, is an Indian automobile manufacturer, based in New Delhi. It was founded in 1981 and owned by the Government of India until 2003, when it was sold to the Japanese automaker Suzuki Motor Corporation. As of February 2022 Maruti Suzuki has a market share of 44.2 percent in the Indian passenger car market. The company offers full range of cars from entry level Maruti Alto to stylish hatchback & MPV Swift, Wagnor, Dezire, Ertiga, etc. The company is engaged in the business of manufacturing, purchase and sale of motor vehicles and spare parts. The other activities of the company include facilitations of pre-owned car sales, fleet management and car financing.

About SVSU

In the line with skill India Mission, the Government of Haryana has established, Shri Vishwakarma Skill University under the Act 25 of 2016. The University is aiming at providing structured skill qualification programmes aligned with the existing and emerging job roles in the industry. The programmes have been mapped with NSQF levels that facilitate vertical mobility from Certificate to Doctoral level. SVSU aims at providing pathways to the learners from school level to higher education level through a skill-based qualification framework for their career progression.

