

Bachelor of Vocation – Retail Management

Duration: 3 Years (6 Semesters)

Program Type: Undergraduate Degree Program

Total Credits: 120–140 (varies by university)

Note: Subject codes may vary by university. The following is a standard university-style syllabus with sample subject codes.

Semester I

Subject Code	Subject Name
RM101	Fundamentals of Retail Management
RM102	Business Communication
RM103	Principles of Management
RM104	Computer Applications in Business
RM105	Retail Store Operations
RM106	Environmental Studies
RM107P	Retail Operations Practical

Semester II

Subject Code	Subject Name
RM201	Retail Marketing
RM202	Customer Relationship Management
RM203	Business Mathematics
RM204	Retail Merchandising
RM205	Inventory Management
RM206	Soft Skills Development
RM207P	Retail Merchandising Practical

Semester III

Subject Code	Subject Name
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Subject Code	Subject Name
RM301	Consumer Behavior
RM302	Visual Merchandising
RM303	Supply Chain Management
RM304	Retail Buying and Sourcing
RM305	Retail Accounting
RM306	Entrepreneurship Development
RM307P	Visual Merchandising Practical

Semester IV

Subject Code	Subject Name
RM401	Retail Analytics
RM402	E-Commerce and Digital Retailing
RM403	Sales Management
RM404	Retail Logistics
RM405	Human Resource Management in Retail
RM406	Business Ethics and Corporate Governance
RM407P	Retail Analytics Practical

Semester V

Subject Code	Subject Name
RM501	Strategic Retail Management
RM502	Brand Management
RM503	International Retailing
RM504	Retail Finance
RM505	Retail Law and Consumer Protection
RM506	Research Methodology
RM507I	Internship / Industrial Training

Semester VI

Subject Code	Subject Name
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Subject Code	Subject Name
RM601	Advanced Retail Management
RM602	Omnichannel Retailing
RM603	Retail Project Management
RM604	Emerging Trends in Retail
RM605	Retail Entrepreneurship
RM606	Major Project Report
RM607V	Viva Voce