

Symbiosis University of Applied Sciences**Ordinance No. 6 of 2016****SCHOOL OF RETAIL MANAGEMENT**

The School of Retail Management shall offer a range of Certificate, Diploma and Degree programmes in line with the industry requirement. The curriculum has been designed in consultation with the industry to ensure that the students are job ready and employable on completion of the course from the University. Each course within the programme is modular and credit based. Learning outcomes and skill competency levels expected from students have been clearly define.

The Programme structure allows multi-entry & multi-exit facility to students. The policy for multi-entry & exit shall be prescribed by the statutory bodies of the University from time to time.

Vertical mobility will be provided from certificate to degree programs to provide career progression from one job role to the next. The students will have the option to accumulate and transfer credits to relevant programs of the University over a period of time. The policy for Credit Banking and Transfer will be prescribed by the University from time to time.

Teaching learning will focus on hands on practical training. The learning will organized to integrate practical training into day to day lectures. Teaching learning methods for all the programs shall include class room teaching, assignment, viva voce, lab work, skill training, seminar, project work, summer training, internships, industrial semesters, field work, presentation, group discussion etc.

Evaluation methodology will comprise combination of formative and summative assessments.

An important component of evaluation system shall be the skill assessment of students. For each module, within the program there shall be a skill set clearly defined. The students will be required to master that skill to move to the next level.

Programmes offered by the School of Retail Management are:-

S. No	Name of Programme
1.	BBA in Retail Management
2.	Diploma in Retail Management
3.	a) Certificate in e- tailing and franchising b) Certificate in Sales and customer relationship management c) Certificate in Retail buying d) Certificate in Visual Merchandising e) Certificate in Logistics and warehousing

Program Objective of BBA in Retail Management

The BBA in Retail has been mapped to the job roles in demand in the Retail sector. During the program tenure of 3 years a student will study 15 Core Subjects, 10 domain subjects, 2 Competency subjects, 2 methodological subjects & 2 practical semesters comprising internship each of 3 months and integrated seminar & workshops on selected topic / working on real time problem with application of scientific methods.

Apart from the above each concept taught in theory will be followed by a Practical session to ensure that the students 'learns by doing'. Duration of the program shall be three years and validity shall be five years or as defined by the concerned regulatory body from time to time.