



# INFORMATION BROCHURE

**Bachelor of Vocational Degree (B.Voc.) Programme  
in Retail Management  
Session : 2021-22**

## OVERVIEW

The University Grants Commission (UGC) launched a scheme for skills development based higher education is a part of college/university education, leading to Bachelor of Vocation (B.Voc.) degree with multiple entry and exit points. The B.Voc. Programme is focused on universities providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B. Voc. in Retail Management to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

It is designed with the objective to ensure that the students have adequate knowledge and skills so that they are work ready at each exit point of the program. It also integrates NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements.

## PROGRAMME STRUCTURE

The B.Voc. Program in Retail Management (Sponsored by UGC, New Delhi, Affiliated to University of Calcutta and Retailers Association's Skill Council of India: RASCI, Mumbai) shall be for a duration of three years consisting of six semesters and is a judicious mix of skills relating to professional education and general education on credit based system. The successful students will be awarded Certificate / Diploma/ Advanced Diploma /Degree in both Skills and General education components of the Curriculum.

Students may exit after six months with certificate (NSQF Level 4) or may continue for diploma or advance diploma level courses.

## PROGRAMME DURATION

The duration of the B. Voc. programme shall be for a period of three years consisting of six semesters. The curriculum in each semester has been classified into General Education Component and Skill Component.

The General Education component shall include Theory subjects and the Skill Component shall include a mix of Theory, Practical and Internship.

**Fees per semester Rs. 15000/- (all inclusive)**

The duration of the programme is enlisted below against each of the four Retail Job roles in alignment to the NSQF.

NSQF LEVEL	SEMESTER	JOB ROLE	TRAINING HOURS
4	I	SALES ASSOCIATE	585
5	II	TEAM LEADER	585
6	III & IV	DEPARTMENTAL MANAGER	1170
7	V & VI	STORE MANAGER	1245

## ELIGIBILITY CRITERIA

- HS passed or equivalent in any stream (Arts / Commerce /Science) from Academic/ Vocational / Open schooling stream of any recognized colleges or Universities
- Pass in 3 years Diploma in Engineering / Technology / Hotel Management
- Any other qualification considered equivalent to 10 +2 by Govt. of India (No age bar)
- A candidate with a higher qualification is also eligible.

## GUIDELINES FOR CREDIT CALCULATION

Guidelines used for credit calculation are in alignment with the UGC Guidelines. The below norms are used for computation of credit hours:

- **Under Skills Component :**
  - ▶ Theory: 1 Credit = 15 hours of Teaching
  - ▶ Practical/Internship: 1 Credit = 30 hours of training
- **Under General Component :**
  - ▶ Theory: 1 Credit = 15 hours of Teaching

The below norms are used for computation of credits under Skills Component

- ▶ 50% weightage has been assigned to Theory
- ▶ 10% weightage has been assigned to Practical
- ▶ 40% weightage has been assigned to Internship

# FACILITIES & INFRASTRUCTURE

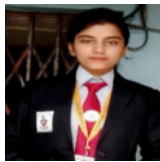
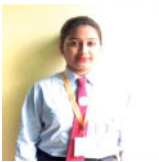
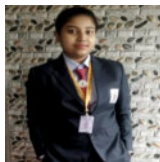
- › Air-conditioned digital smart classrooms
- › Laboratory
- › Internship opportunities
- › Placement assistance

## A Career with Retail Management



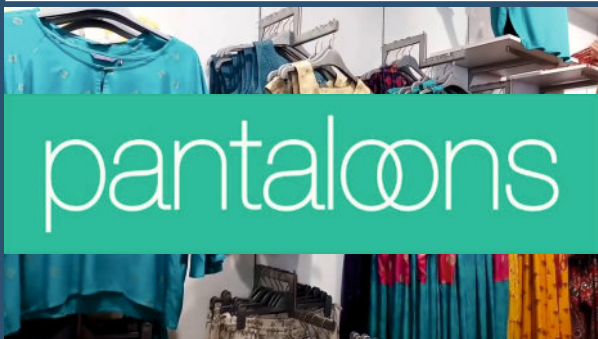
SESSION 2020 - 2021

# Covid never stopped our learning

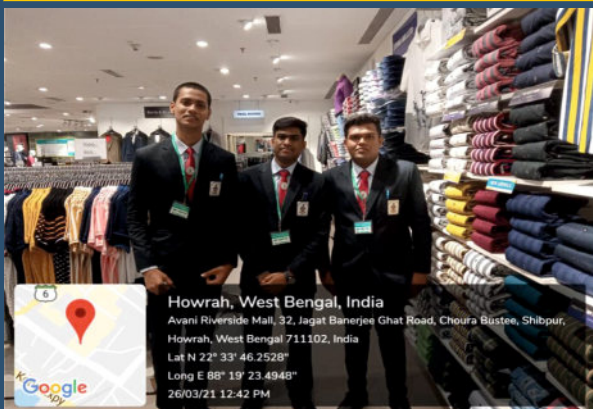


Learning Continued from Home through Online Classes

## Internship with

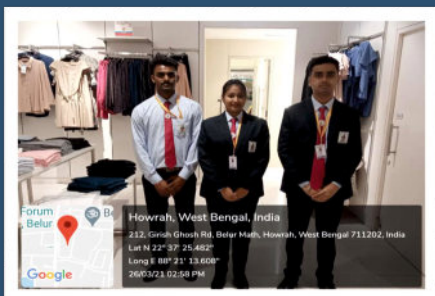


*"One of the most effective things you will ever do in life is to represent your team well."*



*"Store Operations has various aspects, from inventory management to customer service and acquiring this art of management requires decisive skills"*

Through, Aditya Birla Group – Pantaloon's, Retail Management students of 2020-21 got the chance to learn this manoeuvre of store operation in their On Job Training.



*“Courteous treatment will make a customer a walking advertisement.”*



The first hand experience in the industry  
to understand the working of the Retail Industry.



**Acknowledging the importance of customer satisfaction,  
Students of B.Voc – Retail Management (2020-21)**

Aishee Chatterjee, Amarnath Banerjee, Arindam Mondal, Bittu Roy,  
Joykrishna Banerjee, Lisha Chatterjee, Nandini Mishra,  
Pamela Choudhury, Sanandita Bose, Snehil Sahu, Subhajit Ghosh,  
Subham Bose, Susmita Bardhan & Tushar Bera

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