

RETAIL MANAGEMENT B-VOC

Introduction

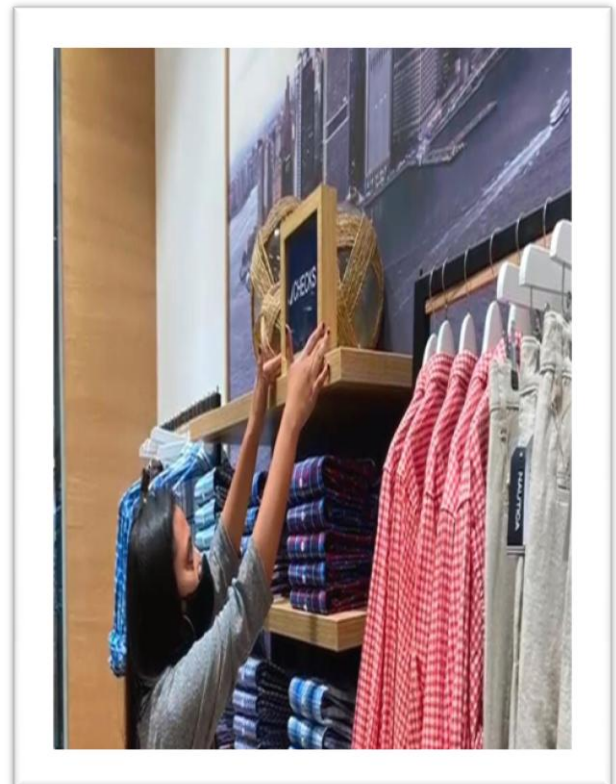
B.voc, bachelors in Retail management is a 3 year degree programmer



This course have total 6 - semesters in 1st 3rd 5th semester Students have all subjects of retail, sales, and skill course.

In 4th & 6th semester OJT- ON THE JOB TRAINING in Big Retail Outlets & Fashion Stores. Students join as sales associate, Team leader, Departmental manager, store Manager.

Vishal Mega Mart, Jack & Jones, Retail Store, Ellante mall etc.



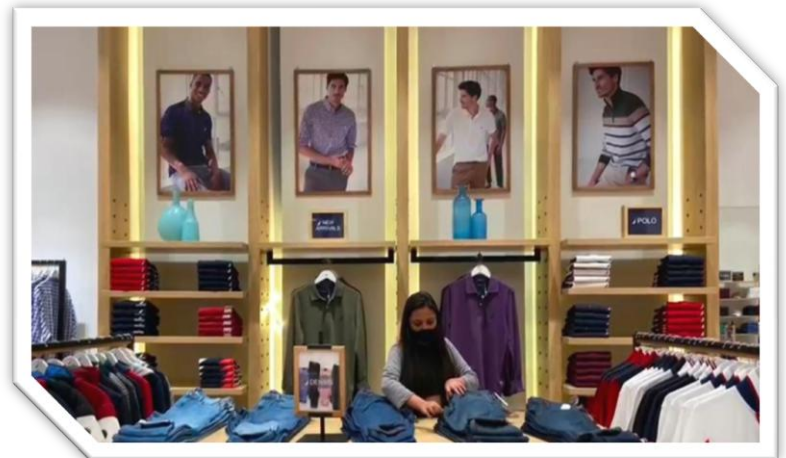
Retail Industry is one of the fastest growing & challenging industries in the world & contributes the economic growth of the country. The retail management is the right career for those

having the interest in merchandise, market & marketing, sales, advertising, campaigning and market research.



Students directly join OJT on -the - job training during

studies in departmental stores, advertising agencies, supply chains, supermarkets, and big



fashion stores. Retailing involves a direct communication with the customer & coordinating the business activities.

The job opportunities are big bazaar, supermarket and other related big retail industries and all fashion outlets. You may start your career as a sales executive and gain the higher post as the mall manager or store manager with package of 2-3 lakh per annum.