

## BBA - RO

**Program:** Bachelor of Business Administration – Retail Operations

**Awarding Body:** Sikkim Manipal University

**Recognition:** UGC, Min. of HRD, Govt. of India

**Duration:** 3 years / 6 semesters

**Eligibility:** 10+2

**Intake:** February / August

**Program Structure:**

<p><b>1<sup>st</sup> Semester</b> Marketing Organisational Behavior Supply Change Management Merchandising I Store Operations Retail Cashiering Retail Job Knowledge</p> <p><b>2<sup>nd</sup> Semester</b> Management Information Systems Human Resource Management Quantitative Techniques in Business Warehouse Management Project</p> <p><b>3<sup>rd</sup> Semester</b> Retail Management Communication Skills in English Financial Accounting Quality Management Small Business Management Logistics Management</p>	<p><b>4<sup>th</sup> Semester</b> Business Strategy Advertising &amp; Sales Management Buying Merchandising II</p> <p><b>5<sup>th</sup> Semester</b> Research Methodology Management Accounting Introduction to International Marketing e-Commerce Introduction to Technology Management Case Studies in Retail</p> <p><b>6<sup>th</sup> Semester</b> Legal Regulatory Framework Retail Project/Property Management Modern Retail Management Process Retail Service Management Management Development</p>
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