

# BBA IN RETAIL MANAGEMENT

**CHITKARA  
BUSINESS  
SCHOOL** 

## SEMESTER-1

- Management Fundamentals
- Marketing Management
- Fundamentals of Retail Management
- ID-1 (Managerial Economics)
- Business Communication
- Financial Literacy using Digital Platforms
- VAC-1 (Understanding India)

## SEMESTER-2

- Basics of Accounting
- Organizational Behaviour
- Entrepreneurship Development
- ID-2 (Fundamentals of Statistics)
- Corporate Writing
- MS Office Skills
- VAC-2 (Health & Wellness)

## SEMESTER-3

- Philosophy of Research
- Rural Retailing
- Category Management and Franchising
- Warehousing and Material Management
- ID-3 (Creativity and Innovation) Project on Community Service
- Leadership and Personality Development

## SEMESTER-4

- Visual Merchandising Services and Relationship Marketing
- Managing Consumer Affairs
- Human Capital Management
- Business Laws
- Foreign Language (French)

## SEMESTER-5

- Business Environment
- Strategic Management
- Digital Marketing & E-Business
- Customer Experience Management
- Minor-1
- Minor-2
- Summer Internship

## SEMESTER-6

- Business Ethics and Corporate Governance
- MarTech Applications
- Retail Analytics
- Mall Management
- Minor-3
- Minor-4

**Note:** Non-credit courses are also offered other than curriculum like community service, Literacy Initiatives, Short term Internships, Summer School, Exchange Programs with International Exposure as a means of providing experiential learning and enhancing the knowledge of the students.