

1. Bachelor in Retail Management (BRM)
Course Curriculum based on Choice Based Credit System (CBCS)

Sem	Course Status	Title of the Course	Marks	Credits (Th/Pr)
I	BRMCC101	Retail Business Environment	100	5+1
	BRMCC102	Retail Store Operation	100	5+1
	ENGAEC01	English Communication	100	2
	BRMGE01	Financial Accounts	100	5+1
II	BRMCC203	Retail Consumer Buying Behavior	100	5+1
	BRMCC204	Retail Strategy	100	5+1
	EVSAEC01	Environmental Science	100	2
	BRMGE02	Media & Digital Marketing	100	5+1
III	BRMCC305	Specialty Retail	100	5+1
	BRMCC306	Fashion & Life Style Retail	100	5+1
	BRMCC307	Food & Grocery Retail	100	5+1
	BRMSEC01	Research Methodology & Quantitative Technique in Retail	100	2
	BRMGE03	Human Resource Management	100	5+1
IV	BRMCC408	Retail Store Planning, Design & Layout	100	5+1
	BRMCC409	Retail Visual Merchandising	100	5+1
	BRMCC410	Retail Franchising	100	5+1
	BRMSEC02	Business Economics	100	2
	BRMGE04	Management Information System	100	5+1
V	BRMCC511	Retail Supply Chain Mgt & Warehousing	100	5+1
	BRMCC512	Mall Management	100	5+1
	BRMDSE-1	Retail Information Technology	100	5+1
	BRMDSE-2	E-Retailing	100	5+1
VI	BRMCC613	Retail Customer Service Management	100	5+1
	BRMCC614	Retail Legislation	100	5+1
	BRMDSE-3	Entrepreneurship Development Programme	100	5+1
	BRMDSE-4	Project & Viva voce	100	5+1

- ❖ **1 Credit = 15 Learning Hours**
- ❖ **Total Academic Credit of the Programme: 140**
- ❖ **Total Non Academic Credit of the Programme: 1**
- ❖ **Total Credit of the Programme: 141**
- ❖ **Th-Theory, Pr-Practical**