

# Online BBA in Retail Management

An online BBA in Retail Management prepares students for the dynamic and fast-paced world of retail. The program covers essential areas such as store operations, supply chain management, and customer relationship management. Students gain practical skills in merchandising, inventory control, and retail Retail Management, enabling them to effectively manage retail environments. The curriculum also emphasises strategic thinking and leadership skills necessary for managing retail businesses and e-commerce operations. Graduates are equipped to take on managerial roles in retail settings, from high-street stores to online marketplaces, ensuring they can thrive in a competitive industry.

## Syllabus of Online BBA in Retail Management

<b>1<sup>st</sup> Semester Syllabus of Online BBA in Retail Management</b>	<b>2<sup>nd</sup> Semester Syllabus of Online BBA in Retail Management</b>
Communication Skills and Personality Development	Business Communication
Management Principles and Organizational Behaviour	Financial Accounting
Business Environment	Human Resource Management
Marketing Management	Quality Management
Computer Fundamentals	Retail Management

<b>3<sup>rd</sup> Semester Syllabus of Online BBA in Retail Management</b>	<b>4<sup>th</sup> Semester Syllabus of Online BBA in Retail Management</b>
Business Law	Business Strategy
Quantitative Techniques for Management	Management Information System
Research Methodology	Environmental Science
Financial Management	Rural Marketing
Advertising and Sales	Minor Project

<b>5<sup>th</sup> Semester Syllabus of Online BBA in Retail Management</b>	<b>6<sup>th</sup> Semester Syllabus of Online BBA in Retail Management</b>
Management Accounting	Introduction to Digital Marketing
International Marketing	Customer Relationship Management
Store Operations and Warehouse Management	Modern Retail Management Process and Retail Services
Logistics Management	Merchandising and Supply Chain Management
Buying	Project Work
Visual Merchandising	

Get More Details for Online BBA Admission

[Apply Now for Online BBA](#)

[Get Free Consultation](#)