

Retail Association

B. Voc in Retail Management with Specialization in Automotive Retail (In Collaboration with Maruti Suzuki India Ltd.)

Course Introduction

B.Voc. in Retail Management with specialization in Automotive Retail is an undergraduate program that allows students to acquire excellent technical and soft skills in automobile sales. This unique course which is designed in collaboration with MSIL will enable the students to achieve fast-paced career growth in the automobile retail industry. The course curriculum covers full spectrum of business processes involved in automobile retail field that allows the candidates to learn about various aspects of retail business through OJT in Maruti Suzuki showrooms. In the first year, students will be required to attend class room training and in second & third year, students will be required to attend 5 days of OJT per week at Maruti Suzuki Dealership in Mumbai. Students will have an opportunity of 'Earn while you Learn' and get stipend for 24 months starting with Rs. 8000/- per month in the 2nd year and Rs. 9000/- per month in the 3rd year.

Eligibility for Admission

The eligibility for admission to B. Voc in Retail Management with Specialization in Automotive Retail shall be 10+2 or equivalent, in any stream.

Preferred Age: 18 years to 22 years.

(Min. 18 years age mandatory during the commencement of OJT in second year).

Admission will be through an 'Aptitude Based Entrance Test' and 'Personal Interview'.

Candidates with good communication skills (elementary knowledge in english) will be preferred.

Career Prospects/Job Roles

Opportunity for also placement at Maruti Suzuki Dealerships and build a fast-paced career in automobile retail. Start career as a Relationship Manager and move up the ladder based on performance. This program is focused on imparting industry relevant technical and soft skills to the students, making them readily employable in the automobile retail value chain. Other job prospects comprise of *Retail Departmental Manager, Retail Store Manager, Visual Merchandiser.*

Semester-wise Listing of Courses

SEMESTER I		
Subject Code	Subject Name	Credits
GE 1.1	Functional English	4
GE 1.2	Communication Skills - I	4
GE 1.3	Computing Skills - I	4
RM 1.1	Introduction to Retail Store Operations	2
RM 1.2	In-store Cashiering & Merchandising Operations - I	2
RM 1.3	Retail Sales Process Management	2
RMMV P1	Domain paper (Basics of Automobile Technologies) 5 projects of 2 credits each	12

SEMESTER II		
Subject Code	Subject Name	Credits
GE 2.1	Basics of Economics and Markets	4
GE 2.2	Environment Sciences	4
GE 2.3	Ethics and Governance	4
RM 2.1	In Store Cashiering & Merchandising Operations - II	2
RM 2.2	Customer Relationship Management	2
RM 2.3	Basics of Automobile Technologies	2
RMMV P2	Domain paper (Maruti products & processes) 5 projects of 2 credits each	12

SEMESTER III		
Subject Code	Subject Name	Credits
GE 3.1	Communication Skills - II	4
GE 3.2	Financial Literacy	4
GE 3.3	Basics of Legal and HR Policies	4
RAU 3.1	Business Mathematics for Auto Retail	2
RAU 3.2	Consumer Behaviour	2
RAU 3.3	Retail Branding	2
RMMV P3	Vocational Practical	12

SEMESTER IV		
Subject Code	Subject Name	Credits
GE 4.1	Computing Skills - II	2
GE 4.2	Basics of Accounting	4
GE 4.3	Design Thinking	4
GE 4.4	Organizational Behaviour	2
RAU 4.1	Auto Accessories Sales	2
RAU 4.2	Rural Retailing	2
RAU 4.3	Auto Finance and Auto Insurance Sales	2
RMMV P4	Vocational Practical	12

SEMESTER V		
Subject Code	Subject Name	Credits
GE 5.1	Digital Literacy	4
GE 5.2	Health and Wellness	4
GE 5.3	Personal Grooming	4
RAU 5.1	Legal Aspects of Retail Business and Franchise Management	2
RAU 5.2	Institutional Sales	2
RAU 5.3	Value added Services (VAS-showroom hostess, ambience, tele-calling, negotiations, intro of ERP)	2
RMMV P5	Vocational Practical	12

SEMESTER VI		
Subject Code	Subject Name	Credits
GE 6.1	Entrepreneurship	4
GE 6.2	Employment Readiness	4
GE 6.3	Effective Workplace Skills & Competencies	4
RAU 6.1	Pre-owned Vehicle Sales	2
RAU 6.2	Vehicle Maintenance (Service & Sales)	2
RAU 6.3	Spare Parts and Inventory Management	2
RMMV P6	Vocational Practical	12

Programme fees: (Rs. 60,000/-per annum)

Examination fees: (Rs. 1,600/- per semester and Rs.3200 per annum)

Caution Deposit (Refundable): Rs.5000

Convocation Fees: Rs.2000/- (In absentia Rs.2500/-)

Campus Immersion Expenses: (Travel & Logistics for 7-10 days on Campus) are not part of the fee structure and the expenses will have to be met by the students followed by communication.