

Masters in Business Administration-Retail Management

Course Objective: This Course is designed to produce industry ready personnel required for the exponentially growing retail sector. It imparts knowledge on retail essentials and operations, retail sales and marketing, retail logistics and supply chain management.

The Program develops Management and Operations Skills in Retail and Entertainment related Industry

NAAC 'A' Grade- UGC approved University Masters Degree
+
LIHM Certificate in Basic Employability Skill
+
Value added services specialization
+
Guaranteed Industrial Training
+
Guaranteed Industrial Tour
+
Free Tablet
+
100% Placement* & Internship

Duration : 2 years

Eligibility : Minimum Graduation & Good Communication

Course Content

Principles of Management, Organizational Behavior, Business Communication, IT Management, Managerial Accounting, Marketing Management, Financial Management, Human Resources Management, Operations Management, Mercantile Law, Managerial Economics, Research Methodology, Strategic Management, Management Information System, Project Management, Concept of Retailing, Retail stores management, Logistics Management, Supply Chain Management, Retail Pricing, Consumer Behavior, Buying and Merchandising, Industrial Exposure Training, One Project Course Work as part



Employment Opportunity: Successful completion leads to bright career in large retails formats such as Reliance Retail, Big Bazaar, Shoppers stop, Spencers, More, Easy day, boss, Bharti Walmart, Times, Peter England, Will Life style, Easy day, Planet Sports, Mall Operations, Multiplex Operations...

Positions Available: Management Trainee, Supervisors, Associates