

Aggarwal College Ballabgarh

A Post Graduate Co-educational College
(Affiliated to Maharishi Dayanand University Rohtak)
NAAC Accredited 'A' Grade with CGPA 3.40

Starting UGC sponsored Bachelor of Vocational (B. Voc.) Courses in Retail and Software Development from the session 2014-2015.

- UGC Letter
- Guidelines for introduction of Bachelor of Vocation (B. Voc.) Programme in Universities and Colleges under the National Skills Qualifications Framework (NSQF)
- Curriculum(submitted to the affiliating University for approval)

➤ **Career Prospects: B. Voc. (Retail):**

Graduates of this programme may find employment in the following area:

- Department Manager / Floor Manager/ Category Manager
- Store Manager
- Retail Operation Manager
- Retail Buyers and Merchandisers
- Visual Merchandisers
- Manager Back-end Operations
- Logistics and Warehouse Managers
- Retail Communication Manager / Brand
- Manager Private Label Brands
- Retail Marketing Executives
- Luxury Brands
- Online – Retail
- E. Commerce

B. Voc. (Retail Management):

The purpose is to promote professionalism in the Retail Industry and fulfill its burgeoning demand of trained professionals. This course gives real world understanding of the Retail Sector and prepares the students for a rewarding career in the Retail Sector. The purpose is to create trained professionals to cater to the acute shortage of manpower at various levels of this growing Retail Sector. Our course prepares students for successful career paths in retailing and provides a talented workforce to the Retail Sector. B. Voc. (Retail Management) at Aggarwal College Ballabgarh aims in developing relevant retail studies and promotes excellence in Retailing. Students learn various aspects on Retail Management ranging from Retail Operations, Retail Communication, Retail Financial Management, Retail Store Planning, Resources and Merchandise Management. In Retail Management, students will also gain exposure to Franchises, Visual Merchandising, Store Management, information technology (online retailing) in retail and many other diverse domains. This course in Retail Management in college prepares students to seek lucrative opportunities in the booming Retail Industry.



The objective of B. Voc. (Retail Management) course at Aggarwal College Ballabgarh is to equip the students with modern day state-of-the-art retail practices directed towards day-to-day needs of Retail organizations. The pace of change has challenged the structure of the traditional retail business which is complex and evolving and has adapted to new methods of pedagogical devices and technology by developing flexible management approaches. Retail professionals are confronted with the demands of an increasingly sophisticated, strong minded and highly motivated consumer. Traditional methods are challenged to keep pace, and modern retailers seek the excitement that accompanies new situations and circumstances. The college focuses on holistic development of the students. The college is equipped with modern training aids, multimedia equipment and a visual merchandizing lab where the students can design and display various products.

Students are imparted with a high level of knowledge and understanding of the concepts and processes involved in retailing and are equipped with practical, research and analytical skills necessary for a management career in the retail trade or an allied sector. They participate in retailing experience through live projects working hand-in-hand with retailers and to hone with both academic and practical skills.

