

## **MBA- Retail Management**

### **First Year**

- 1.1 Management Principles
- 1.2 Accounting For Managers
- 1.3 Managerial Economics
- 1.4 Business Law
- 1.5 Organizational Behavior
- 1.6 Research Methods for Management
- 1.7 Logistic Management

### **Second Year**

- 1.8 Retail Operations Management
- 1.9 Customer Relationship Management
- 1.10 Retail Branding & Strategy
- 1.11 Mall Management
- 1.12 Purchasing Management
- 1.13 International Relation Management
- 1.14 On-Line Marketing & E- Commerce
- 1.15 Project & Viva Voce