



**Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon**
'A' Grade NAAC Re-Accredited (4th Cycle)



School of Commerce

Admissions Open!

ACADEMIC YEAR 2025-26

B.Com-Retail Management

(Under Academic flexibility)

As per the provision of NEP-2020

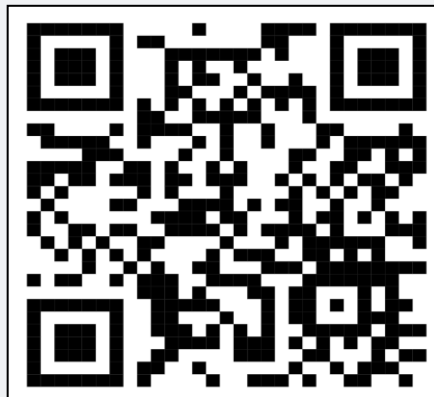
Online Application Process @ <http://nmu.ac.in>

or

Visit the Link: <https://forms.gle/tyPu8cG6kbn5Aj9K8>

or

Scan QR



School of Commerce
Kavayitri Bahinabai Chaudhari North Maharashtra University,
Jalgaon

(‘A’ Grade NAAC Re-Accredited (4th Cycle))

Faculty of Commerce and Management

Curriculum Framework and credit System for

Apprenticeship Embedded Degree Program

B.Com (Honours) Retail Management

(Under Academic flexibility)

As per the provision of NEP-2020

Major In-Retail Management

&

Minor In- Economics/Data Science

Academic Year 2025-26

1. TITLE OF THE DEGREE

This degree shall be entitled as **B.Com (Bachelor of Commerce) with Major in Retail Management & Minor In-Economics/Data Science**. This new curricula shall be effective from July, 2025-26

2. PROGRAMME SPECIFIC OBJECTIVES

PSO 1: Retail Fundamentals & Strategy

- Equip students with in-depth knowledge of retailing concepts, formats, and functions, enabling them to develop effective retail strategies and business models.

PSO 2: Customer-Centric Retailing

- Develop the ability to analyze consumer behavior and implement customer relationship strategies that drive satisfaction, loyalty, and sales growth in a competitive retail environment.

PSO 3: Store Operations & Visual Merchandising

- Train students in efficient store operations management, inventory control, layout planning, and visual merchandising to enhance in-store customer experience and operational efficiency.

PSO 4: Retail Analytics & Technology

- Enable students to use data analytics, POS systems, CRM tools, and emerging retail technologies (e.g., e-commerce, AI, Omni channel platforms) for strategic decision-making.

PSO 5: Supply Chain & Vendor Management

- Impart knowledge of supply chain logistics, vendor negotiations, and inventory management to ensure effective product availability and cost-efficiency in retail businesses.

PSO 6: Professional & Ethical Competence

- Foster skills in retail communication, team management, ethical practices, and leadership to prepare students for responsible roles in national and international retail organizations.

1. PROGRAMME SPECIFIC OUTCOMES

After completing the program student will be able to-

- Explain the fundamental concepts of retailing and different types of retail formats.
- Apply strategies related to store layout, design, and visual merchandising
- Analyze consumer behavior and implement customer relationship management in retail.
- Use technology tools such as POS, CRM, and retail analytics for better decision-making.
- Evaluate the effectiveness of retail supply chain and vendor management strategies.
- Demonstrate professional behavior, ethical conduct, and effective communication in retail contexts.

2. Degree to be Awarded.

The student may be awarded different certificates and diplomas depending upon the semester they are able to pass in-tune with the multiple entry and exit principles.

The scheme is as follows.

- ❖ **First Year** – the student will be awarded a Certificate on the successful completion of 44-Credits, which includes (Ist and IInd Semester).
- ❖ **Second Year** – Diploma will be awarded at the successful completion up to fourth semester 88 credits.
- ❖ **Bachelor's degree** will be awarded for the successful completion of six semesters 132 credits.
- ❖ **Bachelor's with Hons.** (Major and Minor) Fourth year (176 credits)
- ❖ **Bachelor's with Hons with Research degree** in Major and Minor Fourth year (176 credits)

3. Eligibility:

- A. Candidate must have passed 10+2 H.S.C. Exam of Maharashtra State or its equivalent Examination.

or

- B. Diploma in Engineering and Pharmacy from Maharashtra Technical Board or its Equivalent.

or

- C. Candidate who has passed the senior secondary school examination conducted by the national open school Delhi.

or

- D. Candidate must have passed 10+2 M.C.V.C. course from Maharashtra State Education Board

4. Programme Highlights

- A First of its kind unique course in Retail Management with Paid Apprenticeship Embedded Degree Program in North Maharashtra Region.
- As per New Education Policy 2020.
- Under academic flexibility.
- Multiple Entry – Exit option.

- Balance between theoretical and conceptual frameworks and industry practices
- Case study method, Project work and classroom discussions are the main pedagogical tools
- Emphasis on the development of soft skills such as communication, leadership, and teamwork
- Industry Interface in Academia through – Guest lecture Series, Workshops and Seminars.
- Mou with local and National Retailers

5. Regular Admission Intake for the Course:

- The Intake capacity for **B.Com (Honours) Retail Management** Course is **30**.
70% seats (21 seats) are reserved for Candidates passed from Maharashtra State Boards and
30% seats (09 seats) are reserved for candidates passed from other State Boards from other states of India.
- Reservation of seats as per the rules of Government of Maharashtra for the candidates belonging to reserved category from the Maharashtra state.

6. PATTERN

- Each semester will have 22 credits, thus comprising 176 credits for whole BBA Degree Course.
- One credit for the theory course shall be of the 15 clock hours (Each course being taught in the semester will be of 4 credits) that is each course will be of 60 hours.
- Continuous evaluation of the students shall comprise the 60+40 pattern; and 20+ 30 where every paper of 100 marks (4 credits), shall be divided as External evaluation of 60 marks and internal continuous assessment of 40 marks, Whereas every paper of 50 marks (2 credits), shall be divided as External evaluation of 30 marks and internal continuous assessment of 20 marks respectively.
- Academic calendar showing dates of commencement and end of teaching, internal assessment tests shall be duly notified before commencement of each semester every year by the Institute/College.
- The external assessment shall be based on external written examination to be conducted by the University at the end of the each semester.
- The student shall not be allowed to appear for the semester examination unless the Head/Director of the Department/Institution certifies completion of internal work, regularity, practical etc. The institution / Department shall submit along with this certificate Internal marks to 'The Director, Examination and Evaluation' of the University
- Every students need to opt for **Major, Minor**(offered by other schools), Electives, **AEC (Ability Enhancement Courses)**, **VEC (Value Education Courses)**, **IKS** subject other than Commerce discipline (B.Com curriculum) as per his/her choice as per direction of School.
- The teaching method shall comprise a mix of Lectures, Seminars, Group discussions, Brain storming, Game playing, Interactions with Executives etc. so as to prepare the students to face the global challenges as business executive for this Audio-visual aids and Practical field work should be a major source of acquiring knowledge.
- Case study method preferably shall be used wherever possible for the better understanding of the students.

7. Evaluation of the student:

- ❖ The evaluation of the student shall be divided into two parts viz. Internal Assessment and Term End Examination (final semester examination) with a weightage in the ratio of 40:60 or 20:30
- ❖ Standard of passing – (i) Minimum marks for passing the internal assessment in theory course shall be 40%. However, the attendance for the internal assessment shall be compulsory.
- ❖ Minimum marks for passing the Term End Examination in theory course shall be 40%.
- ❖ Minimum marks for passing the project course (i.e. sum of the marks obtained in internal and term end examination) shall be 50%.
- ❖ The distribution of marks for each theory paper of 4 credits/ 2 credits at term (Semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum Marks (Depends upon 2 or 4 credit)
Internal assessment(College Assessment) CA	40 or 20 Marks
External assessment(University Assessment) UA	60 or 30 Marks

Internal Assessment

For the internal assessment of 40 or 20 Marks shall be assigned which includes:

Heads	Marks (Out of 40)	Marks (Out of 20)	Evaluating Authority
Internal Test-I	10	05	Concerned Faculty
Internal Test-II	10	05	
Attendance, Behaviour and Classroom Participation	10	05	
Assignments/Presentations	10	05	

- ❖ Two internal tests of 10 Marks each shall be conducted by the subject teacher. The duration of the each test will be of 30 minutes or the teacher can conduct two internal test of 20 each for one hour and can convert the marks to 10 accordingly.
- ❖ Ten Marks for continuous Evaluation through regular Attendance, behavior, and classroom participation,

- ❖ Ten Marks for Assignments based on practical aspects of the related subject.
- ❖ The marks for each test shall be displayed on notice board within 15 days of conducting the test.
- ❖ It is mandatory to show the answer sheets of all tests to the students on demand.

Semester examination:

- ❖ The Semester examination for 60 or 30 marks per subject would be held after completion of teaching for the semester and as per Timetable declared by School of Management studies, KBC North Maharashtra University.
- ❖ Each theory paper comprising of 60 marks shall be of two hours duration and paper comprising of 30 marks shall be of 1 hour duration

Facilities Available:

- Central (KRC) and Departmental Library, Hostel with mess, Canteen, Health Center, Sport Complex, Swimming Tank, Gymnasium facilities are available in the natural, beautiful, pollution free and peaceful academic campus of the Kavayitri Bahinabai Chaudhari North Maharashtra University which is 10 Km away from the Jalgaon city.
- Computer Laboratories with Internet facilities.
- Network Control Center for CAN.
- School/Central Placement Cell.
- Field Work and Internship on-off campus opportunities.

8. Currently Applicable Course Fee (In Indian Rupees):-

First Year	Second Year	Third Year	Fourth Year
₹ 16,120/-	₹ 12,520/-	₹ 12,720/-	₹ 12,720/-

9. Hostel Fee:

Tentative Charges (In Indian Rupees):

Hostel Name	Tentative Fees(Per Year)
Boys Hostel	₹ 3430/-
Girls Hostel	₹ 3430/-

Cancellation of Admission: As per University rules.

Scholarships to this course is subject to approval from government.

10. List of Documents required for Admission:

- I. S.S.C. Marksheet
- II. H.S.C. Marksheet
- III. Leaving Certificate/Transfer Certificate
- IV. Caste Certificate
- V. Caste Validity Certificate (if applicable)
- VI. Aadhar Card
- VII. ABC (Academic Bank of Credit) id.
- VIII. Two Passport Size recent photo.

11. Online Application/ Registration Process:

For the detail instructions related with application process please visit the university website <http://nmu.ac.in> or visit the link @ <https://forms.gle/WdoqeDwYx5eamNMDA>

Contact Persons:

(Please contact only in case of any query after going through this information brochure carefully in official hours from **10:00 to 17:00**. Do not call frequently).

Dr. Ramesh Sardar

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✉ Email: