

# **MBA RETAIL MANAGEMENT**



**CHANAKYA**  
**INSTITUTE OF BUSINESS**  
**MANAGEMENT**  
PURE **ASTRA SASTRA** MANAGEMENT VERSITY

## **SEMESTER I**

Essentials of Management  
Quantitative Methods in Business  
Human Resource Management  
Managerial Economics  
Computer Application & MIS  
Rural Society and Institutions  
Management of Social Empowerment  
Financial & Managerial Accounting

## **SEMESTER II**

Financial Management  
Research Methodology  
E-commerce  
Indian Financial System  
Management of NGOs & Action Research  
Rural Development: Concepts, Models and Programmes  
Management Of sustainable Agriculture  
Rural Markets and Marketing Management

## **SEMESTER III**

Business Laws  
Business, Government and Society  
Corporate Communication  
Quantitative Methods  
Operations Management  
Advertisement & Brand Management

## **SEMESTER IV**

Brand Management  
Product Management  
Strategic Retail Management  
Retail Marketing  
Retail Sales & Customer Service  
Retail Personnel Management