



DAV UNIVERSITY

Empowering Students with 21st century Skills

in collaboration with

Maruti Suzuki India Limited

Co-Op Programme with Industry Partner

BBA

RETAIL MANAGEMENT



Faculty of Commerce, Business Management and Economics

WELCOME TO DAV UNIVERSITY

DAV University, Jalandhar is promoted by DAV College Managing Committee which is India's single largest non-government educational organization managing more than 900 institutions in the country. It has been providing students with an excellent education in modern academic environment. The University traces its roots to the legacy that has been reforming and redefining India's educational scenario for 130+ years. It is a multi-disciplinary institution, home to faculties of teaching excellence in subjects from engineering to languages to natural sciences including physical and life sciences. University believes in progressively offering the unique platforms to the students in order to address the desired environment driven changes to create a market ready workforce of 21st century knowledge economy.



About Department of Commerce, Business Management and Economics

The Department of Commerce and Business Management (CBME) envisions itself to become a hub of advance knowledge in the field of commerce and economics, It also strives to create leaders having domain expertise with strong character and ethics. The department focuses on the skill development among students who got themselves enrolled in various programmes. The skill building process involves the students being offered broad avenues of growth both academically and also in the area of managerial leadership. The department takes pride in initiating steps which are much ahead of its time and never been accomplished in northern India. Department of CBME stives to put the endeavours to become a place of difference.

About Maruti Suzuki India Limited (MSIL):



Maruti Suzuki is credited with having ushered in the automobile revolution in the country. It was established in 1981. A joint venture agreement was signed between the Government of India and Suzuki Motor Corporation (SMC), Japan in 1982. The Company became a subsidiary of SMC in 2002.

Maruti Suzuki India Limited has state-of-the-art manufacturing facilities in Gurugram and Manesar in Haryana having combine production capacity of ~1.5 million units per annum. Also, Suzuki Motor Gujarat Pvt. Ltd. (SMG), a subsidiary of SMC, in Hansalpur, Gujarat has an additional annual production capacity of 0.75 million units, thereby taking the combined production capability to ~2.25 million units. Maruti Suzuki is responsible for the sales and distribution of units produced at the SMG facility in Gujarat.

Maruti Suzuki also places great importance on developing the skills, competencies, health, safety and wellbeing of its human resources, as well as its entire value chain.



Need for Industry Collaboration :



Collaboration between academia and industry is key to catalyse blockbuster discoveries, innovation and growth in technology. While industry often focuses on addressing solutions that are of near-term commercial value and academia focuses on building new knowledge through research and imparting education to students; the combination can exceed accelerated development of new break throughs. This culmination supports the students to go from educational institutions to the corporate world.

Industry partnerships are instrumental in advancing research and creating a skilled workforce. Industry gains work-ready talent with specialist knowledge and practical training, and universities benefit by having opportunities to work on relevant technologies and challenging problems. As India ushers in the era of digitalisation, it is in the enviable position of having a spilled young population ready to apply its learnings in key fields to solve major challenges facing critical industries.

Maruti Suzuki India Limited Penetration:

- Maruti Suzuki is the market leader and has a vast portfolio of 18 car models.
- With all these sales channels, Maruti Suzuki has over 3600 sales outlets.
- An extensive network of more than 4,500 service touchpoints for vehicle servicing.
- Today the Company is operating through four retail channels: **ARENA, NEXA, True Value, Commercial**
- For the financial year 2022-23 the Company sold a total of 1,9,66,164 vehicles and the annual turnover surpassed Rs. 1,00,000 Crores.

WHY BBA Retail Management??

Objectives

- To enter into an industry-academia partnership which will assist and guide for On-The-Job Training (OJT), Knowledge Transfer, Learning and Skill building of the selected youths who have been enrolled into BBA (Retail Management) offered by DAV University in association with India's leading automobile company -Maruti Suzuki India Limited (MSIL)
- To facilitate and create a pool of qualified job ready resources, who will meet the industry specific requirements of sales professionals and facilitate the research scholars to take the industry relevant projects and come up with the innovative solutions/patents

In a Nutshell this programme will help to develop **Top-10 skills for the successful 21st century workforce**



LEADERSHIP

Impart education that is fundamental for achieving full human potential, fostering an equitable society, and promoting national development.



CRITICAL THINKING

A curriculum that fosters critical thinking and creativity in order to promote innovation and reasoned decision-making.

COLLABORATION

Multi-disciplinarity and a holistic education along with Choice Based Credit System in order to ensure the unity and integrity of all knowledge.



COMMUNICATION

Facilitating the use of language for teaching and learning as well as the development of life skills like resilience, cooperation, and communication to acquire and develop confidence.



ADAPTABILITY

Flexibility in curriculum so that learners have the ability to choose their learning trajectories to adapt to the changing paradigms of the society.



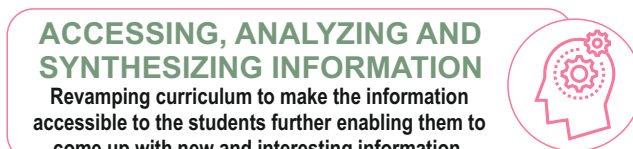
PRODUCTIVITY AND ACCOUNTABILITY

Emphasis on conceptual understanding rather than rote learning and focus on formative assessment for learning rather than the summative evaluation.



INNOVATION

Embrace innovative and experiential methods in curriculum to promote autonomy, good governance, and empowerment.



ACCESSING, ANALYZING AND SYNTHESIZING INFORMATION

Revamping curriculum to make the information accessible to the students further enabling them to come up with new and interesting information.



GLOBAL CITIZENSHIP

A sense of rootedness and pride in India along with a sense of belonging to a common humanity for students to become responsible and active global citizens.



ENTREPRENEURIALISM

Promotion of student entrepreneurs through exposure to vocational training in partnership with industry and in accordance with the Sustainable Development Goals.

Duration:

It is a 3 years Retail Management Program in collaboration with Maruti Suzuki India Limited.

- 1st Year: Classroom Training at DAV University, Jalandhar
- 2nd and 3rd Year: On Job Training (OJT) at MSIL Dealership (Weekly 5 days at Dealer and 1day at University)



PROGRAMME INTRODUCTION:

BBA in Retail Management at DAV University in collaboration with Maruti Suzuki India is an undergraduate program that allows students to acquire excellent technical and soft skills in automobile sales. This program is a strong blend of Classroom Learnings and On-The-Job Training. This unique programme will enable the students to achieve fast-paced career growth in the automobile retail industry.

BBA Retail Management is a 3 Years Degree course out of which, 1st Year is completely dedicated for the classroom sessions at university in which DAV university faculty and subject matter experts from MSIL shall teach and train the students. In the 2nd & 3rd Year, students will attend 5 days of On-The-Job Training at Maruti Suzuki Dealership in respective cities and 1 day Classroom training at the University campus every week. Under this course, students will be getting BBA degree along with 2 Years retail work exposure. The course curriculum covers full spectrum of business processes involved in automobile retail field that allows the candidates to learn about various aspects of retail business through On Job Training (OJT) in Maruti Suzuki showrooms.

This BBA Retail Management degree course is based on “Earn-While-Learn” model, where Students will be getting the Stipend during the On-The-Job training phase in 2nd & 3rd Year at Maruti Suzuki Dealerships. In 2nd Year, students will be paid fixed component of Rs. 9000 per month + Variable Incentives and in 3rd Year, students will be paid fixed component of Rs. 10000 per month + Variable Incentives.

This course ensures assured placement assistance post course completion. Students will be placed as Relationship Manager at Maruti Suzuki dealerships.

The programme comprises of core courses, skill enhancement courses, ability enhancement courses and value-added courses which align this programme towards the essence of NEP 2020 guidelines which directs at the holistic development of students.

Benefits of the Programme



Earn While Learn :

Rs. 9,000- Rs. 10,000 per month stipend & Performance based Incentive during "On Job Training".

On the Job Experience

On The Job Experience of 2 years during Programme.



Assured Job Placement*

Assured Job placement at MSIL Dealerships after completion of course.

Term & Condition*

Industry Exposure

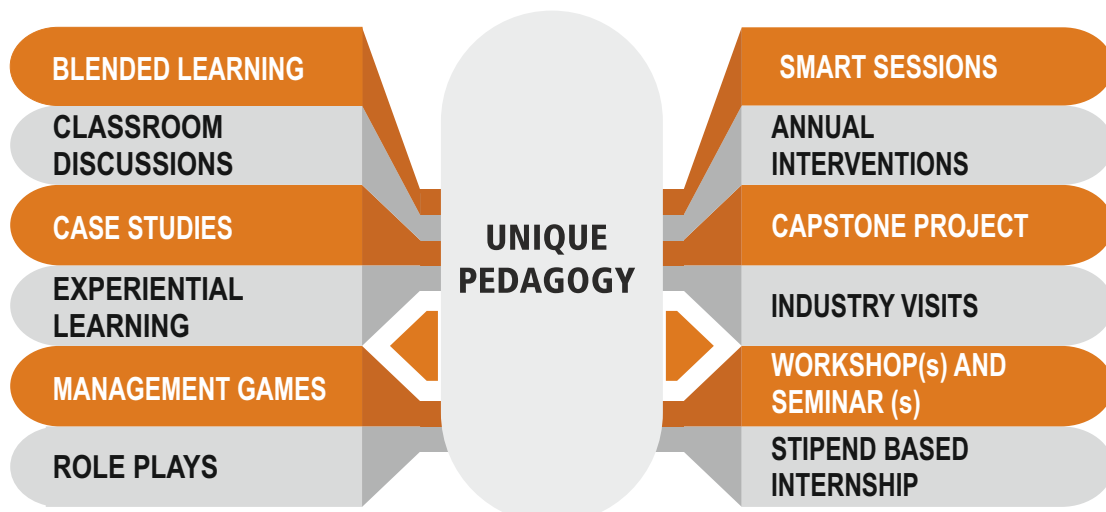
Training by Maruti Suzuki experts in addition to University faculties.



Practical Exposure

Classroom training at DAV University in 1st year & on Job training at Maruti Suzuki Dealerships in 2nd and 3rd Year.

Be Ready for the industry and wide opportunities across different sectors!





ACADEMIC EXCELLENCE

Industry Relevant Curriculum

Semester 1	Semester 2	Semester 3
Core Courses	Core Courses	Core Courses
<ul style="list-style-type: none"> Principles and Practices of Management Marketing Management Fundamentals of Retail Management Communication Skills Digital Fluency Human Values and Ethics Basics of Automobile Technology 	<ul style="list-style-type: none"> Fundamentals of Accounting Merchandise Planning and Buying Introduction to Retail Store Operations Environmental Studies Maruti Product and Process 	<ul style="list-style-type: none"> Customer Relationship Management Technical Report Writing On Job Training Project Work- I (Auto Finance/ Auto Insurance)
Semester 4	Semester 5	Semester 6
Core Courses	Core Courses	Core Courses
<ul style="list-style-type: none"> Retail Brand Management Creative & Critical Thinking On Job Training Project Work- II (Accessories Sales) 	<ul style="list-style-type: none"> Retail Marketing Research Rural Retailing On Job Training Project Work- III (Pre-owned vehicle Sales) 	<ul style="list-style-type: none"> Digital and Social Media in E-Commerce Business Ethics and Corporate Governance On Job Training Project Work- IV (Social Media / Digital Marketing)

Learning@DAV University



Business Quiz - Knowledge fest



Talent Hunt- fun activity



International Conference on Strategic Perspectives



Exhibit of Entrepreneurial Skills



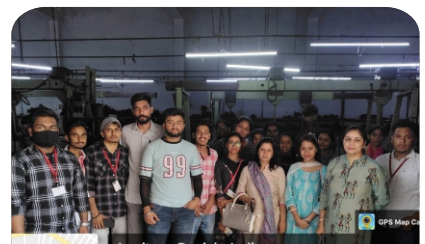
Soft skills workshop in collaboration with IIM Calcutta



Capstone Project Presentations



Business Case Challenge




Industrial Visit- Practical Exposure

CONTACT US

 **Campus Visit**
Jalandhar - Pathankot, National Highway (NH 44),
JALANDHAR - 144 012, Punjab

 **Campus Visit time**
9.00 AM to 5.00 PM

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