



**Delhi Skill and
Entrepreneurship University**

**BBA
(Automotive Retail
Management)**



Effective from Academic Year 2022-23

Program Information

The Indian Automobile Industry is currently worth more than \$222 bn & contributes to 8% of the country's total exports. It currently accounts for 7.1% of India's GDP and is set to become the 3rd largest in the world by 2030. The growth drivers have primarily been rising incomes, increasing vehicle penetration, expanding R&D, and the low average age of citizens (25 years). The 2-wheeler market is strongly dominating the market, given the growing middle class of the country. Currently, the sector generates employment for 37 mn & one of the key emerging segments Electric Vehicles – is expected to start creating 50 mn direct & indirect jobs by 2030.

Program Objectives

Delhi Skill and Entrepreneurship University (DSEU)'s BBA (Automotive Retail Management) undergraduate program enables students to understand, build and enhance their knowledge and skills about the ever-dynamic and growing sector of Automotive Retail in India. This unique program is designed in collaboration with Maruti Suzuki India Limited (MSIL) to help students achieve fast-paced career growth in the automobile retail industry. The curriculum covers the full spectrum of business processes involved in the automobile retail field and allows the candidates to learn about various aspects of retail business through on-the-job training in Maruti Suzuki showrooms. It provides a combination of theory and on-the-job training exposure to provide a skilling experience to students that makes them ready for immediate deployment in various organizations in the Automotive Retail industry. The skills developed would include the ability to manage the shop floor, product merchandising, Customer Service, Selling/Marketing skills and other related fields which are mandatory for a strong career in the sector.

Pedagogy and Teaching Methodology

This programme's in-depth and effective pedagogy (developed in consultation with MSIL & other industry experts) will focus on active classroom training, real-world examples, guest lectures by veterans of the Retail industry and On-the-Job training to enable students to become all-rounder employees.

Placement and Internship

MSIL would facilitate a 5-day per week OJT for all students at its dealer network from the 2nd year onwards. With strong industry inputs from MSIL since the inception of this course, the design and development of the curriculum of this program focuses on hands-on contemporary skill development such that students will have ample opportunity to get the much-required projects and industry internship experience which will pave the way for a strong foundation for a future career.

Credit scheme

Semester I			
Sr. No.	Course Code	Course Title	Credit
1	RTA-DC101	Introduction to Retail Operations	2
2	RTA-DC102	Retail Marketing	3
3	RTA-DC103	Consumer Behavior	2
4	RTA-DC104	Business Economics	2
5	RTA-DC105	Principles of Management	2
6	RTA-DC106	Basic Automobile Technologies**	6
7	RTA-SI101	Management interactions***	1
8	RTA-AE102	English Communication - I	2
9	RTM-FW101	Face The World Skills (FTW) - I	2
		Total	22

****4 credits covered in class by DSEU faculty, 2 credits covered by MSIL guest faculty.**

*****Will include interactions with senior management of MSIL to ensure that the students are aligned to the goals of the program and OJT model unique to this program.**

Semester II			
Sr. No.	Course Code	Course Title	Credit
1	RTA-DC201	Store Operations	2
2	RTA-DC202	Customer Relationship Management	2
3	RTA-DC203	Sales Management - I	2
4	RTA-DC204	Maruti Products & Processes#	9
5	RTA-SI204	Management Interactions##	1
6	RTA-AE201	English Communication - II	2
7	RTA-AE202	Environmental Studies	2
8	RTA-FW202	Face The World Skills (FTW) - II	1
		Total	21

#Classes led by Maruti

##Will include interactions with senior management to help students understand operations at MSIL

Semester III			
Sr. No.	Course Code	Course Title	Credit
1	RTA-DC301	Instore Cashiering & POS Management	2
2	RTA-DC302	Sales Management - II	1
3	RTA-FW301	Face The World Skills - III	1
4	RTA-AE301	Environmental Studies	2
5	RTM-SI301	Auto Retail Associate – I###	15
		Total	21

Semester IV			
Sr. No.	Course Code	Course Title	Credit
1	RTA-DC401	Overview on Rural & Institutional Retailing	2
2	RTA-DC402	Store Planning & Strategy	2
3	RTA-DC403	Automobile Insurance	2
4	RTA-FW401	Face The World Skills - IV	1
5	RTM-SI401	Auto Retail Associate - II###	15
		Total	22

Semester V			
Sr. No.	Course Code	Course Title	Credit
1	RTA-DC501	Visual Merchandising	2
2	RTA-DC502	Business Ethics & Legal Compliances	2
3	RTA-DC503	Virtual Communication	2
4	RTA-FW501	Face The World Skills - V (Team Management - I)	1
5	RTA-SI501	Auto Retail Associate - III###	15
		Total	22

Semester VI			
Sr. No.	Course Code	Course Title	Credit
1	RTA-DC601	Leadership Competencies	2
2	RTA-DC602	Customer Experience Management	2
3	RTA-DC603	Social Media Marketing	2
4	RTA-FW601	FTW 5 (Team Management - II)	1
5	RTA-SI601	Auto Retail Associate - IV###	15
		Total	22

###On-the-job training at Maruti dealership