
Programme: Bachelor of Business Administration

Semester VI

BBA 612-18

RETAILING AND LOGISTICS MANAGEMENT

Objective: The objective is to develop an understanding of modern day retailing and its management. It also aims to gain familiarity with logistic and supply chain management and its importance in business

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the significance of retailing and various retail formats available
CO2	Gain knowledge of retailing strategy and financial and human resource management in retailing
CO3	Comprehend merchandise and store management strategy
CO4	Develop an understanding of Supply Chain Management and Logistics.

(Source: IKGPTU Syllabus for Bachelor of Business Administration (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2023/02/BBA-upto-6th-Sem.-batch-2022-onwards.pdf>)