

BROCHURE

for

B. COM IN RETAIL OPERATIONS MANAGEMENT

**APPRENTICESHIP EMBEDDED DEGREE PROGRAMME (AEDP) UNDER
NATIONAL EDUCATION POLICY (NEP-2020)**

ACADEMIC SESSION 2026-27



SHAHEED CAPTAIN VIKRAM BATRA GOVERNMENT COLLEGE, PALAMPUR

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Affiliated to

HIMACHAL PRADESH UNIVERSITY

Bachelor of Commerce (B. Com) in Retail Operations Management

Under Apprenticeship-Based UG Degree Programme (AEDP)

(As per National Education Policy-2020)

OVERVIEW

The B.Com (AEDP) in Retail Operations Management at Shaheed Captain Vikram Batra Government College, Palampur, is an industry-oriented program designed under the National Education Policy (NEP-2020) for the Academic Session 2026–27.

This program bridges the gap between academic learning and industry requirements by combining rigorous classroom education with a stipend-backed, mandatory corporate apprenticeship. It is specifically structured to provide students with dual benefits: a recognized university degree and documented, hands-on work experience, equipping graduates with the skills and experience needed for immediate employment.

NEP-2020 Compliance

The program is designed in accordance with the National Education Policy (NEP) 2020 and follows the guidelines prescribed by the University Grants Commission (UGC).

Institutional Intake

The SCVB GC, Palampur offers a fixed capacity of 40 seats for the new incoming batch.

ELIGIBILITY FOR ADMISSION

Admission to this specialized, Apprenticeship-embedded UG Degree Programme (AEDP) will be strictly conducted in accordance with the rules, regulations, and merit-based criteria prescribed by Himachal Pradesh University (HPU). The eligibility conditions for enrolment in the B. Com (Retail Operations Management) programme are identical to the standard B. Com Pass Course of Himachal Pradesh University.

SCOPE / APPLICABILITY



- i. An Apprenticeship Embedded Degree Programme shall be treated at par with the regular UG degree programmes specified by the UGC under section 22 (3) of the UGC Act, 1956, for all purposes, including further education and recruitment/employment.
- ii. Students graduating from the Apprenticeship Embedded Degree programme shall be eligible to take admission in the Master's/Ph.D. programme.

PROGRAM DURATION

The B. Com (Apprenticeship Embedded Degree Programme – AEDP) in Retail Operations Management is a three-year undergraduate programme offered under the Himachal Pradesh University (HPU) programme structure. The programme comprises six semesters, with Semesters I, II, III, and IV focused on classroom-based academic instruction and Semesters V and VI dedicated to apprenticeship training in an industry setting. During the apprenticeship period, students receive stipend-supported training in accordance with the applicable apprenticeship guidelines, enabling them to integrate theoretical knowledge with practical industry experience and develop skills that enhance their employability.

AEDP STUDENT COMPLIANCE GUIDELINES

Graduation requires maintaining strict attendance and workplace discipline, clearing all three assessment pillars along with a project report, and fully complying with all statutory UGC/HEI guidelines to secure the qualification and Academic Bank of Credits (ABC) portal credits.

ATTENDANCE & CONDUCT



Maintenance of the minimum attendance prescribed by the Higher Education Institution (HEI) is mandatory. Strict adherence to safety rules and disciplinary norms of the assigned workplace (the industry/establishment hosting the On-the-Job Training) is required.

GRADING CRITERIA

The final score is determined by the average of three components:

- Industry Assessment: 30%–40%
- Faculty Mentor Evaluation: 30%–40%
- HEI Seminar/Viva-Voce: 20%–40%

Note: The HEI shall have the flexibility to structure the assessment of the apprenticeship component in partnership with the industry/establishment.

INDUSTRY PARTNERSHIPS



When the programme is offered directly in collaboration with an industry or establishment, the stipend is paid by the respective employer in accordance with the Apprentices Act, 1961 and Apprenticeship Rules, 1992 (as amended from time to time).

NATS Portal Registration:

When the programme is facilitated through registration on the National Apprenticeship Training Scheme (NATS) portal, the stipend is shared/paid by the Government as per the formal agreement signed with the Regional Boards (BOAT/BOPT).

AEDP Student Compliance Guidelines:

Graduation requires maintaining strict attendance and workplace discipline, clearing all three assessment pillars along with a project report, and fully complying with all statutory UGC/HEI guidelines to secure the qualification and Academic Bank of Credits (ABC) portal credits.

STIPEND POLICY



Stipend

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Compensation paid to certain individuals to help cover basic costs while they receive training.

In alignment with the UGC Guidelines (2025), students enrolled in the Apprenticeship Embedded Degree Programme (AEDP) receive stipend support throughout the designated training period. The stipend model depends on the type of institutional partnership:

- **Direct Industry Partnerships:** When the programme is offered directly in collaboration with an industry or establishment, the stipend is paid by the respective employer in accordance with the Apprentices Act, 1961 and Apprenticeship Rules, 1992 (as amended from time to time).
- **NATS Portal Registration:** When the programme is facilitated through registration on the National Apprenticeship Training Scheme (NATS) portal, the stipend is shared/paid by the Government as per the formal agreement signed with the Regional Boards (BOAT/BOPT).

Job Scope: B. Com in Retail Operations Management (AEDP)

The AEDP B.Com (Retail Operations) program equips students with a blend of commercial theory, digital merchandising, and inventory management, preparing them for immediate sector readiness and competitive corporate employability upon graduation. The program's scope of job includes roles in retail operations, store practices, merchandising, supply chain management, customer relationship management, and various other retail-related positions. Students are also trained for employability through practical exposure and industry-linked learning, ensuring they are well-prepared for the retail sector.



HIMACHAL PRADESH UNIVERSITY (HPU) PROGRAMME STRUCTURE & OBJECTIVES (AEDP - B.COM. IN RETAIL OPERATIONS MANAGEMENT)

This official curriculum framework from Himachal Pradesh University systematically bridges classroom-based business concepts with professional field experiences under NEP-2020. The Apprenticeship-Embedded Degree Programme (AEDP) for the Bachelor of Commerce (B.Com.) in Retail Operations Management guides students through a progressive learning matrix that blends core commercial theory, digital merchandising, and inventory management. It culminates in an intensive, field-based corporate apprenticeship designed to secure immediate sector readiness and competitive corporate employability upon graduation.



PROGRAMME OBJECTIVES

- To integrate academic learning with industry-based experiential training through structured apprenticeships in the retail sector.
- To promote self-assured, employable graduates by fostering dynamic business skills in customer relations, retail operations, merchandising, and effective communication.
- To promote holistic development by embedding value education, sustainability practices, and multidisciplinary knowledge.
- To support and align students' capabilities in becoming lifelong learners, enabling them to adapt, grow, and pursue higher education or diverse career paths in a rapidly changing world.

PROGRAMME OUTCOMES

By the end of the program, graduates will be able to:

- **PO1** –Domain Knowledge: Demonstrate foundational and specialized knowledge in retail operations, inventory, merchandising, logistics, and customer relationship management.
- **PO2** – Employability Skills: Apply professional skills in a retail operation, including store handling, POS management, Product display, and supply chain management through an extended apprenticeship.
- **PO3** – Industry Readiness: Integrate theoretical concepts with real-time industry practices, demonstrating proficiency in retail technologies, customer handling, and performance tracking.
- **PO4** – Communication & Teamwork: Exhibit effective communication, leadership, and interpersonal skills, enabling collaboration in diverse teams and customer-related roles.
- **PO5** –Ethical and Entrepreneurial Outlook: Demonstrate a sense of ethical responsibility and sustainability while applying innovative thinking and business acumen to manage or initiate retail ventures with integrity and purpose.
- **PO6** - Analytical and Informed Decision Making: Apply critical thinking, data analysis, and digital tools to understand real-world retail challenges and make well-informed, practical business decisions.

PROGRAM STRUCTURE

SCHEME OF TEACHING & EVALUATION FOR B. COM IN RETAIL OPERATIONS MANAGEMENT

Semester I								
Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	B.C.R/E/B 101	Basics of Accounting	DSC – I	2+1+2	70	30	100	4
2	B.C.R 102	Introduction to Retail Operations	DSC – II	3+1+0	70	30	100	4
3	B.C.R 103	Inventory Management	MC – I	3+0+2	70	30	100	4
4	B.C.R MDC - I		MDC – I	3+0+0	50	25	75	3
5	B.C.R 104	Principles of Marketing	SEC – I	2+1+0	50	25	75	3
6		To be chosen from the basket of languages	AEC - I	2+0+0	35	15	50	2
Sub-Total (A)					345	155	500	20

Semester II

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
7	B.C.R/E/B 105	Personality Development and	DSC – III	3+0+1	70	30	100	4
8	B.C.R	Supply Chain	DSC – IV	3+1+0	70	30	100	4
	106	Management						
9	B.C.R 107	In Store Merchandising, Cashiering operations, and Workplace Safety	MC – II	3+0+2	70	30	100	4
10	B.C.R MDC-II		MDC – II	3+0+0	50	25	75	3
11	B.C.R 108	Leadership and Soft Skills	SEC – II	2+0+2	50	25	75	3
12		Environment-related Courses (As prepared by the Department of Env. Science)	VAC – I	2+0+0	35	15	50	2
13		As per the guidelines of the University *	I/A/P/C*	0+0+2*		50*	50*	2*
Sub-Total (B)					345	155	500	20

EXIT OPTION WITH CERTIFICATION

*Credits may vary as per the directions of the University.

Proposed

Semester III								
Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
14	B.C.R/E/B 201	Customer Relationship Management	DSC – V	3+1+0	70	30	100	4
15	B.C.R 202	Retail Entrepreneursh	DSC – VI	3+0+2	70	30	100	4
16	B.C.R 203	Customer Loyalty and Retention & Social Media Marketing	MC – III	4+0+0	70	30	100	4
17	B.C.R		MDC – III	3+0+0	50	25	75	3
	MDC-III							
18	B.C.R 204	Practical in Retail Sales Management	SEC – III	3+0+0	50	25	75	3
19		As per the Faculty of Commerce and Management	VAC – II	2+0+0	35	15	50	2
20		As per the guidelines of the University *	AEC – II	2+0+0	35	15	50	2
Sub-Total (C)					380	170	550	22

Semester IV

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
21	B.C.R/E/B 205	IT Skills in Business	DSC – VII	2+1+2	70	30	100	4
22	B.C.R 206	Manpower Management	DSC – VIII	4+0+0	70	30	100	4
23	B.C.R 207	Product Management and Market Segmentation	MC – IIV	4+0+0	70	30	100	4
24	B.C.R 208	Any of the following Introduction to Enterprise Resource Management OR Introduction to FMCG & Retail Sales Management	DSE – I	3+1+0	70	30	100	4
25		As per the Faculty of Commerce and Management	VAC – III	2+0+0	35	15	50	2
26		As per the	AEC – III	2+0+0	35	15	50	2
		the University *						
Sub-Total (D)					350	150	500	22

Semester V

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
27	B.C.R 301	Allied course -MOOC (-----)	DSC – IX	-	-	-	100	2
28	B.C.R 302	Apprenticeship in Store Operations	DSC – X	-	-	-	100	20
Sub-Total (E)					350	150	200	22

Semester VI

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
29	B.C.R 303	Allied course -MOOC (-----)	DSC – XI	-	-	-	100	2
30	B.C.R 304	Apprenticeship in Store Operations	DSC – XII	-	-	-	100	20
Sub-Total (F)					350	150	200	22
Grand Total					1420		2450*	126*

EXIT OPTION WITH BACHELOR'S DEGREE

*Credits may vary due to changes in Semester II - I/A/P/C, as per the guidelines of the University

B. Com in Retail Operations Management 1st Semester

Course Contents

B.C.R/E/B 101 Basics of Accounting – (DSC- I)

B.C.R 102 Introduction to Retail Operations – (DSC- II)

B.C.R 103 Inventory Management – (MC-I)

Course Code - B.C.R (MDC – I)

B.C.R 104 Principles of Marketing- (SEC-I)

Course Code - AEC – I: To be chosen from the basket of languages

B. Com in Retail Operations Management 2nd Semester

Course Contents

B.C.R/E/B 105 Personality Development and Communication Skills – (DSC-III)

B.C.R 106 Supply Chain Management – (DSC-IV)

B.C.R 107 In- Store Merchandising, Cashiering Operations, and Workplace Safety – (MC-II)

Course Code - B.C.R (MDC – II)

B.C.R 108 Leadership and Soft Skills - (SEC-II)

Course Code - VAC – I: Environment-related course (As prepared by the Department of Env. Science)

Course Code - I/A/P/C* As per the guidelines of the University

B.COM IN RETAIL OPERATION 2nd SEMESTER

Exam Duration: 3 hrs

Marks: 70

Lectures: 60

B. Com in Retail Operations Management 3rd Semester

Course Contents

B.C.R/E/B 201 Customer Relationship Management

B.C.R 202 Retail Entrepreneurship

B.C.R 203 Customer Loyalty and Retention & Social Media Marketing

Course Code - B.C.R MDC – III

B.C.R 204 Practical in Retail Sales Management

Course Code - VAC-II: As per the faculty of commerce and management

Course Code -AEC-II: As per the guidelines of the University

B. Com in Retail Operations Management 4th Semester

Course Contents

B.C.R/E/B 205 IT Skills in Business

B.C.R 206 Retail Human Resource Management

B.C.R 207 Product Management and Market Segmentation

B.C.R 208 Any of the following

Introduction to Enterprise Resource Management

OR

Introduction to FMCG & Retail Sales Management

Course Code - VAC-III: As per the faculty of commerce and management

Course Code – AEC-III: As per the guidelines of the University

B.C.R/E/B 205 IT Skills in Business

B.C.R 206 Retail Human Resource Management

B.C.R 207 Product Management and Market Segmentation

B.C.R 208 Any of the following

Introduction to Enterprise Resource Management

OR

Introduction to FMCG & Retail Sales Management

Course Code - VAC-III: As per the faculty of commerce and management

Course Code – AEC-III: As per the guidelines of the University

B. Com in Retail Operations Management 5th Semester

Course Contents

B.C.R 301 Allied Course: MOOC

B.C.R 302 Apprenticeship in Store Operations

B. Com in Retail Operations Management 6th Semester

Course Contents

B.C.R 303 Allied Course: MOOCS

B.C.R 304 Apprenticeship in Store Operations



Retail Operations:

A Roadmap to Excellence
