



# Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE DEEMED TO BE UNIVERSITY

**UNIVERSITY WITH GRADED AUTONOMY STATUS**

**(An ISO Certified Institution)**

**Maduravoyal, Chennai - 600 095, Tamilnadu, India**



## BBA

### In Retail Management About the Programme

*Do You Want To Skill Yourself  
For a Rewarding Career*

**GET READY FOR INDUSTRY 4.0 REVOLUTION**

BBA Retail Management is a 3-year undergraduate course essentially covering the concepts and processes involved in retail related domains. The curriculum is designed with the aim of familiarizing students with the inner working of the business world. Students are taught to develop communication and leadership skills, and attain expertise in areas of Accounting, IT, Management, International Trade, and Strategic Location. The dual vocational education programme is a three-year program which consists of a combination of on job training and class room learning. This three-year program will be divided into 6 semesters; 2 semesters per year. The program is a work integrated training which includes on-the-job (hands on experience). Each student of two different batches will undergo for an On-The-Job Training (OJT) with Maruti Suzuki India



#### Programme Model & Pedagogy

Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE has built a strong partnership with the industry to facilitate students training employability and entrepreneurship through the On-the-Job Training (OJT) approach. The University has designed developed and deployed Industry Integrated Dual Education Model (IIDME) that enables students to “earn while-learn” and provides an opportunity to enhance their qualification with the flexibility of entry and exit into a programme, Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE has conceptualised the IIDME programme, which is designed in such a manner that 60 percent of the credits are earned while working on the OJT and the rest 40 percent come from the theoretical and conceptual training. The entire pedagogy is designed to develop an application based learning that makes students job-ready by earning industry work experience and learning the technical concepts hands on.

#### Programme Highlights

- Application-based experiential Learning
- Earn-while-Learn
- Dual Education Model
- Learn & Apply Skills
- Entrepreneurial Skills
- World-class OJT Facility
- Placement Support
- Highly Subsidized Fee
- Leadership and Supervising
- Theory, Practice & Rigorous Curriculum
- Student's Mobility-Horizontal and Vertical
- Work Integrated Learning Options

#### Eligibility

- 10+2

#### On-The-Job Training (OJT)

#### OJT Areas\*

The OJT shall be carried out under the supervision of supervisor-cum-trainer nominated by industry partner. The OJT areas are subject to availability of areas at Industry partner location.

\*Note: OJT areas are subject to change depending upon availability of OJT areas

#### Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE

Aiming to bring about change and progress through education, the Tmt.Kannammal Educational Trust was constituted in 1985 and started Thai Moogambigai Polytechnic College. Within three years of its inception, Dr. M.G.R. Engineering College was founded in 1988, and the Thai Moogambigai Dental College was started in the year 1991. Both the colleges acquired Deemed University status in 2003 as Dr. M.G.R. Educational and Research Institute as per the orders of the University Grants Commission, New Delhi and the Union Ministry of Human Resources and Development, Government of India, New Delhi.



#### Vision

The 21st century poses a lot of challenges that could be overcome with the help of education and technology. Keeping this in mind Dr. M.G.R Educational and Research Institute University was started with a vision of providing a better foothold for the students of today to face the challenges. To succeed in the world today you need more than just academics. The modern adult is expected to have a combination of technical know-how and ambitious confidence. Being aware of the demand that is placed on the youth today, Dr. M.G.R. Educational and Research Institute University has preserved to nurture and groom young men and women through Engineering, Medical, Dental and Humanities and Sciences.

#### MARUTI SUZUKI

Maruti Suzuki India Ltd (Formerly Maruti Udyog Ltd) is India's Largest passenger car company, accounting for over 50 per cent of the domestic car market. The company offers full range of cars from entry level Maruti Alto to stylish hatchback Ritz, A-star, Swift, Wagon R, Estilo and sedans Dzire, Sx4 and Sports Utility vehicle Grand Vitara. The company is a subsidiary of Suzuki Motor Corporation of Japan. The Japanese car major held 56.21% stake in Maruti Suzuki as on 31 December 2017. The company is engaged in the business of manufacturing, purchase and sale of motor vehicles and spare parts (automobiles). The other activities of the company include facilitation of pre-owned car sales, fleet management and car financing. They have four plants, three located at Palam Gurgaon Road, Gurgaon, Haryana and one located at Manesar Industrial Town, Gurgaon, Haryana



#### For Admission Contact

Admission Offer - **Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE**  
Call : +91 44 2378 2176 / 2378 2186 / 2378 2085