

BBA

Apprenticeship Embedded Degree Programme (AEDP)

in

Retail Operations Management

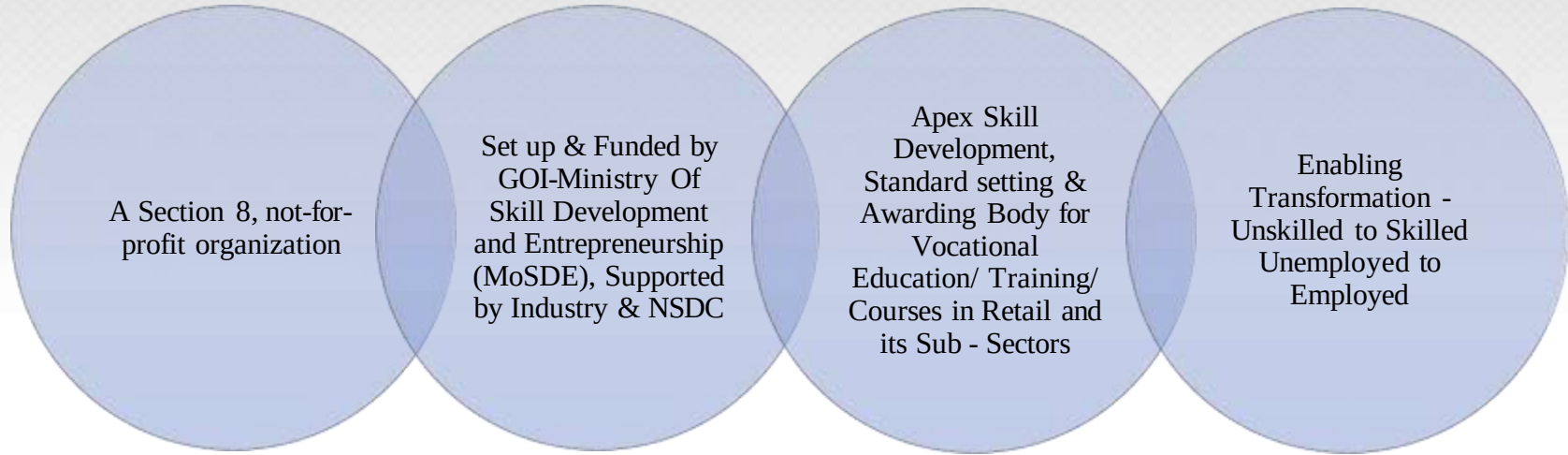
Teacher Awareness Program

- Marketing Management
- Financial Management
- Human Resource Management
- Business Analytics
- Retail Operations (Apprenticeship Embedded Degree Program)

What's New?

- The RTM Nagpur University has entered into an MOU with RASCI
- 'Retail Operations' shall be offered as a Major for BBA program
- This will be an AEDP i.e. Apprenticeship Embedded Degree Program
- A student will be required to undergo an 'On Job Training' from 1st semester
- 3 Days Classroom teaching and 3 Days On Job Training
- Students will get stipend during 'On Job Training'
- Students will acquire industry relevant employability skills

RASCI Overview



Retail Sub-Sectors





Enhanced reputation through higher placement



Pilot launch - AEDP in Retail

“3-Year Degree Apprenticeship pilot launch by Hon. Ministers Skill Development & Entrepreneurship (MoSDE) and Education (MoE) on 15th July 2019 to nurture talent in HEIs for guaranteed employment at supervisory cadre on successful course completion.

RASCI facilitated **Industry - Academia collaboration** and batch commencement in Chitkara University (Solan, HP), Ness Wadia (Pune, Maharashtra) & Jayothi Vidyapeeth (Jaipur, Rajasthan), nominated by MoE along with **Industry Partners**, Mcdonald's & Reliance Retail.



AEDP MoU sign-off and exchange between RASCI- Ness Wadia College - McDonalds for supervisory level



Ceremonious launch of AEDP programme in the presence of Hon'ble Union Cabinet Ministers & Ministers of State and Industry Partners

The success of AEDP



UG Student
(Fresher)

Industry
(Apprentice)

Graduate
(Supervisor)

What is AEDP in Retail ?

- 3 Year Apprenticeship Embedded Degree Programme aligned with New Education Policy & UGC Guidelines
- Curated by Academia-Industry-RASCI (AIR), launched by the Hon'ble Ministers of MSDE & MHRD
- Designed for pursuing Graduates, formalised via tri-partite MOU between AIR
- Guaranteed apprenticeship with stipend from the 1st year till the 3rd year
- Assured employment, including Supervisory Level Placements on successful course completion

Pilot batch (2019)

84 students enrolled



Career Impact (2022)
65 Graduated & Placed - 100%
17 as Supervisors: CTC upto 3 L
48 as Associates: CTC upto 2 L
(+) Company perks & incentives

Socio-economic Impact (3 years)
65 Freshers transformed with early economic independence



100% students contracted as Apprentices with stipend INR 9k - 15k p.m.



Scale up (2023)
1349 and counting...



Academic Impact (2022)
Graduated - 65 students



www.rasci.in



info@rasci.in

Few of our Industry Partners



Academic Partners



Academic Partners as on date; 35 institutes with 1300 + stipend-based UG Apprentices across our Industry Partners and counting...

Industry Partners for AEDP

SHOPPERS STOP

START SOMETHING NEW

cromā

in-store | online | mobile

TATA

zudio

ADITYA BIRLA



FASHION & RETAIL

**LANDMARK
GROUP**



Reliance Brands Limited



spencer's

Makes fine living affordable

BIBA

**Reliance
trends**
Mens / Womens / Kidswear / Accessories

MedPlus+

Financials and Return on Investment – Simultaneous Model*

Minimum Guaranteed Stipend (in INR @ 7000 per month)	Year I	Year II	Year III	Total
- Year I – 4.1 months - Year II – 5.5 months - Year III – 5.5 months	28,700	38,500	38,500	1,05,700

*** Parttime Apprenticeship for 3 years with assured stipend from 1st Year UG Programme to 3rd Year UG Programme followed by assured employment after UG completion including supervisory level subject to performance evaluation of the student during the apprenticeship.**

- Taxes as per the prevailing Laws, Rules and Regulations are applicable.
- Illustrated stipend amount is as prescribed vide Gazette Notification dated 25th September 2019, issued by the Ministry of Skill Development & Entrepreneurship.
- RASCI industry partners contract apprentices with stipend above the prescribed.

Curriculum design, development & enhancement with Industry - Academia inputs.

LMS access to faculties and students including retail specific print ready course materials

Facilitating Industry - Academia collaboration, engagement and Apprentice contracting.

Calendarized schedule and facilitation of Industry guest lectures, projects and guided industry visits.

Facilitation of performance coaching and evaluation through OJT from industry experts.

Reporting continuous performance of students through coaching diaries and performance reports.

Facilitating orientation and training of trainers/ faculties sessions for learners & faculties.

Facilitating timely assessments of students for skill component (Skill Theory & Apprenticeship).

Transition from apprenticeship to guaranteed regular employment including supervisory level.

Course Structure

- ✓ **Theory Paper Assessment by RTMNU**
- ✓ **Practical OJT Component Evaluation by RASCI**

Course Structure – Simultaneous Mode

Year - 1

B B A in Retail Operations Management as Per NEP 2020 aligned with NCrF						
Simultaneous Mode: Apprenticeship from 1st Year To 3rd Year of UG in 3 Days Class room + 3 Days Apprenticeship						
		Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester I			6	345	20	20
Skill Courses	DSE	Introduction to Retail Operations	1	30	2	5
		In Store Merchandising and Cashiering Operations	1	45	3	
Core Courses	DSC	Business Communication & Basic IT Applications	1	60	4	8
		Business Organisation and Management	1	60	4	
General Courses	AEC	Team Work	1	30	2	4
	VAC	Ancient Trade and Principles of Chanakya's Management		30	2	
Apprenticeship	OJT	Apprenticeship on Instore Merchandising & Cashiering	1	90	3	3
Semester II			6	345	20	20
Skill Courses	DSE	Customer Relationship Management	1	60	4	4
Core Courses	DSC	Principles of Marketing	1	60	4	8
		Business Environment	1	60	4	
General Courses	VAC	Sustainable Work Practices	1	30	2	5
	SEC	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	1	45	3	
Apprenticeship	OJT	Apprenticeship on Cashiering & Visual Merchandising	1	90	3	3

Course Structure – Simultaneous Mode (Contd.)

Year - 2

		Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester III			6	345	20	20
Skill Courses	DSE	Retail Sales Management	1	60	4	6
		Introduction to FMCG/ FMCD Sales & Distribution	1	30	2	
Core Courses	DSC	Fundamentals of Financial & Cost Accounting	1	60	4	7
		Managerial Economics	1	45	3	
General Courses	SEC	Practical in Retail Sales Management (Practical/ Field Project/ OJT)	1	45	3	4
	VAC	Workplace Health and Safety		15	1	
Apprenticeship	OJT	Apprenticeship in Customer Relations & Sales Management	1	90	3	3
Semester IV			6	360	20	20
Skill Courses	DSE	Retail Team Management	1	45	3	6
		Inventory and Budget Management	1	45	3	
Core Courses	DSC	Logistics and Supply Chain Management	1	45	3	6
		Introduction To Enterprise Resource Planning	1	45	3	
General Courses	SEC	Leadership Skills (Training/ OJT)	1	45	3	4
	VAC	Introduction to Statutory and Legal framework for Retail Business Enterprises		15	1	
Apprenticeship	OJT	Apprenticeship in Store Operations Management	1	120	4	4

Course Structure – Simultaneous Mode (Contd.)

Year - 3

		Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester V			6	375	20	20
Skill Courses	DSE	E-Commerce & Omni Channel Retailing	1	45	3	6
		Retail Entrepreneurship	1	45	3	
Core Courses	DSC	Social Media Marketing and Advertising	1	45	3	3
General Courses	AEC	Strategic Productivity Management	1	45	3	3
		Strategic Marketing Research: Enhancing Decision-Making Ability	1	45	3	3
Apprenticeship	OJT	Apprenticeship in Store Operations	1	150	5	5
Semester VI			1	600	20	20
Apprenticeship	OJT	Apprenticeship in Store Operations	1	600	20	20
Total			31	2,370	120	120

Course Structure – Simultaneous Mode (Contd.)

Year - 4

		Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester VII			5	405	20	20
Skill Courses	DSE	Merchandise Planning and Category Management	1	60	4	8
		Pricing Strategies and Private Labels	1	60	4	
Core Courses	DSC	Research Methodology	1	45	3	3
		Principles and Ethics in Research	1	30	2	2
Research / Apprenticeship	CRP/ OJT	Capstone Research Project /Apprenticeship/ Internship	1	210	7	7
Semester VIII						
			4	435	20	20
Skill Courses	DSE	Retail Business Analytics	1	60	4	8
		Emerging Technologies and Future Trends in Retail	1	60	4	
Core Courses	DSC	Business Ethics and Corporate Governance	1	45	3	3
Research / Apprenticeship	CRP/ OJT	Capstone Research Project Dissertation/ Apprenticeship/Internship	1	270	9	9
Grand Total			40	3,210	160	160

Maximum intake per college = 30

Example: If sanctioned intake is 120, AEDP BBA 30 seats and balance 90 seats to NEP BBA. No additional seats will be sanctioned.

When are we starting?

AY 2024-25 (Current year)

Eligibility: XII + BBA **CET-CAP** non-zero score

Cost to College?

Rs.5000/- per year per student
& will be charged in student fees

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Thank You