



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management

MBA - Retail Management

Catch the New Wave!

K J Somaiya Institute of Management, established in 1981, located in the heart of Mumbai, a beautifully landscaped campus and a part of Somaiya Vidyavihar University, is a leading business school in India, capable of providing the best inputs to young budding managers. A fully residential campus with world-class sports facilities offers holistic learning opportunities. Our 12,000+ alumni base and 300+ recruiters on campus are proof of our goodwill and great reputation among all our stakeholders in India and abroad. The institute is also a member of AACSB and is actively completing its accreditation to put the 'hallmark of global excellence on its students' education and future.

What is Retail Management?

Retail Management covers the know-how about everything related to retail, from acquiring products from the manufacturers to making sure it reaches the end-users. It focuses on consistent innovation and adaptation of new managerial practices to streamline the retail process.

Why MBA in Retail Management?

In the ever-changing economic scenario, we witness an increase in the purchasing power of people with each passing day; which ultimately expands the scope of retail business extensively. An MBA in retail management is necessary to grasp a thorough understanding of the industry and make a successful career out of it. The dynamics of the retail industry needs smart business minds to thrive in these changing times, and this course prepares the students precisely for that. K J Somaiya Institute of Management strives to create a finer future for the students to make them the leaders in their respective fields in the coming time.

Programme Goal

To inculcate dynamic retailing concepts and managerial skills and qualities in students to make them future-ready for the ever-changing retail market.

Subjects Offered

Franchising and Merchandising

Visual Merchandising

Category Management and Franchising

Social Media Marketing

Sourcing and Merchandising Management

BPR and Benchmarking

Brand and Private Label Management

Retailing

E-Retailing

Fashion Retailing

Retail Management and Strategy

Luxury Marketing

Rural Retailing

Food Retailing

Mall Management

Store Operations

Data and Analytics

Retail Finance and Analytics

Foundations in Data Science

Service and Operation

New Ventures in Retail

Logistics and Supply Chain Management

Retailing of Services

Facility Management

Legal and Ethical Aspects of Retail Business

Customer Engagement Management

Differentiators



Innately Designed Program

It aims to equip the future generation of retail professionals with the best practices that are being followed across the globe.



Dynamic Curriculum

To develop and sharpen the skills of students, the curriculum encompasses the latest advancements in the industry.



Career Insights

Students who choose retail management can opt from a broad spectrum of careers in supervisory, merchandise shipment, supply chain distribution, analyst, and administrative services, an image promoter, and many more.



Magnum Opus of RM

K J Somaiya provides profound knowledge about a niche field of retail to the impassioned future managers.



Course-Specific Activities



National Retail Summit

The annual two-day fest organized and conducted by the first-year students of Retail Management is the hub and celebration of the whole retail sector. It amalgamates the learning of the academic world with the retail industry, by hosting diversified activities and events such as:



Kurukshetra



Brand-O-Mania



Retail Mela

Admission Process



Online
Application



Shortlisting of
Candidates



Documents
Verification



GD-PI Process



Result
Declaration



Final Admission

Important Dates: Scan the QR code to know more ----->



Somaiya Vidyavihar University

With over six decades of experience in building and managing educational institutes of great repute, Somaiya Vidyavihar has become a Private University. We are delighted to have given Mumbai its first new-age university of global stature. As part of this accomplishment, we are now offering our students, programmes with the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities such as a full-sized football ground, an athletic track, volleyball and tennis courts, gymnasiums, squash courts, a yoga room, a medical centre, and an open-air Amphitheatre.

The curriculum, designed by distinguished names from academia and industry, ensures that every graduate from Somaiya Vidyavihar University is a future-ready and multi-faceted professional with much to offer to the world. We have a dream to build and support a world-class institution, one that is proudly Indian, and excels in Education, Research and Service.

Contact Us

Admissions Team

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Admissions Committee | K J Somaiya
Institute of Management