

**BBA (Retail) UG Course of college is aligned with the National Initiative for Skill-Integrated Higher Education (NISHE) through the Apprenticeship Embedded Degree Program (AEDP).**

**“BBA (Retail) – AEDP Model”**

BBA (Retail) with Apprenticeship Embedded Degree Program (AEDP) Under National Initiative for Skill-Integrated Higher Education (NISHE)

**About the Integrated Program**

The BBA (Retail) with AEDP is a skill-oriented undergraduate program designed to blend academic learning with real-world retail industry apprenticeship. This program is aligned with the National Initiative for Skill-Integrated Higher Education (NISHE), which aims to integrate employability skills into higher education.

Under this model, students pursue their BBA (Retail) degree while simultaneously undertaking structured paid apprenticeship in leading retail organizations.

The program follows the framework of the National Skill Development Corporation, All India Council for Technical Education, and the Ministry of Skill Development and Entrepreneurship.

**NISHE**

The National Initiative for Skill-Integrated Higher Education (NISHE) is a Government of India initiative to transform higher education by embedding industry-relevant skills, apprenticeships, and hands-on training into degree programs, as envisioned in the National Education Policy 2020.

NISHE ensures that every graduate is employable, skilled, and industry-ready.

**How AEDP is integrated with BBA (Retail)**

Under the NISHE-AEDP model, the BBA (Retail) curriculum is delivered through two parallel learning tracks:

<b>Academic Learning</b>	<b>Industry Apprenticeship</b>
Retail Management	Store Operations
Marketing	Sales & Customer Handling
Supply Chain	Warehouse & Inventory
HR in Retail	Staff Training & Scheduling
Financial Management	Billing, POS, Reporting
Business Analytics	Retail Data & CRM

Students spend part of the semester in classrooms and part in retail industry apprenticeship, gaining real-world exposure.

### **Program Structure**

Year	Academic Component	Apprenticeship Component
First Year	Basics of Retail & Management	Retail Store Orientation
Second Year	Operations, Marketing & SCM	Live Store & Warehouse Training
Third Year	Strategic Retail Management	Advanced Apprenticeship & Project

Students receive monthly stipend during their apprenticeship as per government norms.

### **Objectives of BBA (Retail) – AEDP**

- \* To provide industry-integrated higher education
- \* To make graduates job-ready
- \* To reduce skill gaps in retail sector
- \* To enable earn-while-learn
- \* To support Start-ups and Entrepreneurship in Retail

## Benefits to Students

- \* Hands-on retail experience
- \* Industry-recognized apprenticeship
- \* Monthly stipend
- \* Higher placement opportunities
- \* Opportunity to work with top retail brands

## Career Opportunities

Graduates of BBA (Retail) with AEDP can work as:

- \* Store Manager
- \* Retail Operations Executive
- \* Supply Chain Executive
- \* Visual Merchandiser
- \* CRM Executive
- \* Retail Analyst
- \* Entrepreneur

## Government Support

The apprenticeship component is supported under the National Apprenticeship Promotion Scheme and monitored through the Apprenticeship India Portal.

## Why Choose BBA (Retail) with AEDP?

This program ensures that students graduate with a degree, a skill certificate, and real work experience, making them far more employable than traditional graduates.

Government of India – NISHE Initiative  
(Skill Integrated Higher Education)

Apprenticeship Embedded Degree Program  
(AEDP Framework)

BBA (Retail) Degree Program at Maharana Pratap Mahavidyalay,  
Jungle Dhusan, Gorakhpur, U.P.

Classroom Teaching  
(Management, Marketing,  
SCM)

Industry Apprenticeship in Retail  
Companies (Stores, Warehouses,  
Sales, CRM, Logistics)

Skilled, Experienced & Employable BBA  
Retail Graduate

