

Mahatma Gandhi Vidyamandir's

LOKNETE VYANKTRAO HIRAY ARTS, SCIENCE & COMMERCE COLLEGE,

PANCHAVATI NASHIK-03

SYLLABI OF B.VOC RETAIL MANAGEMENT

B.VOC CURRICULUM

SEMESTER I					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Business Communication (Verbal / Nonverbal) - Writing Skills including Resume Writing, Project Report writing - Reading Skills Oral Communication (Internal & External) Section B Professional Skills -Personal Hygiene & Grooming, Job Interview readiness -Planning & Organizing (in capacity of the Role) - Problem Solving	GC	Theory	6	90
	GENERAL PAPER II Section A Fundamentals in Accounting (Calculation of Discounts/Offers/margins/Financial Schemes/Basic Accounting etc.) Section B Fundamentals in Technology (Computer Skills) -Basics of MS Office			6	90
General Component Total				12	180

SKILL PAPER I	Introduction to Retail and Retail Store Operations *Define Retailing *Evolution of Retail in India *Indian Retail Industry *Organized and Unorganized Retail Sector *Types of Retail Formats *Pre-Store Opening *Store Opening and Closing *Loss Prevention & Shrinkage *Store Merchandise Handling *Basics of Visual Merchandising Processing of credit applications for purchases	SC	Theory	1	15
	Health, Safety & Security Store Safety & Security (Health and Safety (1	15
	Team and Organizational Dynamics *Job responsibilities of a Sales Associate * Skills of a competent Sales Associate Working effectively in a Team Working effectively in an Organization			1	15
SKILL PAPER II	Consumer Buying Behaviour and Retail Sales *Basics of Consumer Shopping Behaviour *Knowledge of Products & Services *Retail Selling techniques Importance of Product Demonstration Help customers choose right products and provide Specialist Support in facilitating Purchases(Techniques to maximize sale of goods and services (SC	Theory	3	45
	Understanding Consumer Buying Behaviour and Retail Sales			SC	Practical - Retail Lab

SKILL PAPER III	Customer Service and Customer Relationship Management Positive Image Building Monitoring and Solving Customer Service Issues Continuous Service Improvement	SC	Theory	3	45
	Customer Relationship Management Personalized and Post-Sales Service Support To resolve customer concerns Organizing Service Delivery				
	Customer Service and Customer Relationship Management	SC	Practical - Retail Lab	1	30
	Internship Project	SC	Internship	7	210
	Skill Component Total			18	405
	SEMESTER I TOTAL			30	585
SEMESTER II					
PAPER	SUBJECT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Business Communication (Verbal / Nonverbal) -Writing Skills including Resume Writing, Project Report writing -Reading Skills including Report Reading - Oral Communication (Internal & External) Section B Professional Skills -Decision Making -Interpersonal Skills -Personality Development including Job Readiness	GC	Theory	6	90

GENERAL PAPER II	Section A Fundamentals in Accounting (Basic Accounting, Cost Accounting) Section B Fundamentals in Technology (Computer Skills) (MS Office, Orientation to POS software(s))			6	90
General Component Total				12	180
SKILL PAPER I	Store Display and Visual Merchandising *Store Hygiene and Cleanliness Organize the display of products at the store Plan visual merchandising	SC	Theory	3	45
	Store Display and Visual Merchandising		Practical - Retail Lab	1	30
SKILL PAPER II	Sales Management *Product and Service Knowledge *Retail markets - Competition and Best Practices Availability of goods for sale to customers Process Sale of Products Goal Setting / Target Allocation & Monitoring Customer Experience Management Establish and satisfy customer needs Monitor and solve customer service problems Effective Stakeholder communication *Effective After Sales Service *Customer feedback Management	SC	Theory	4	60
	Customer Experience Management		Practical - Retail Lab	1	30

SKILL PAPER III	Organization & Team Dynamics *Company Vision, Mission, Values *Job Role of Team Leader and skill sets of a competent Team Leader *Understanding Company Policies and Procedures Work effectively in your Team (Work effectively in your organization (Health and safety (SC		2	30
	Internship Project	SC	Internship	7	210
	Skill Component Total			18	405
	SEMESTER 2 TOTAL			30	585
	1st YEAR TOTAL			60	1170
SEMESTER III					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Planning and Organizing (in capacity of the Role) Section B Problem Solving & Decision Making	GC	Theory	6	90
GENERAL PAPER II	Financial Management and Retail Accounting	GC		6	90
General Component Total				12	180
SKILL PAPER I	Retail Store Operations and Profitability Management *Inventory Management * Merchandise Management * Develop Sales Strategy and Campaigns Plan visual merchandise Monitor and manage store performance Manage a budget	SC	Theory	5	75
	Retail Store Operations and Profitability Management		Practical - Retail Lab	2	60

SKILL PAPER II	Customer Experience Management Establish and satisfy customer needs (Communicate effectively with stakeholders Develop individual retail service opportunities *Customer Experience Innovation	SC		5	75
	Internship Project	SC	Internship	4	120
	Skill Component Total			16	330
SEMESTER IV					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Personal Effectiveness / Personality Development Section B Analytical Skills & Negotiation Skills	GC	Theory	6	90
GENERAL PAPER II	Project Management	GC		6	90
General Component Total				12	180
SKILL PAPER I	Understanding Leadership Provide leadership for your team Build and manage store team	SC	Theory	4	60
	Application of Leadership Principles (Situational Leadership Styles)		Practical - Retail Lab	2	60
SKILL PAPER II	Team and Organizational Dynamics Allocate and check work in your team (To work effectively in your team (To work effectively in your organisation ((SC	Theory	4	60
	Internship Project	SC	Internship	10	300
	Skill Component Total			20	480
	2nd YEAR TOTAL			60	1170

SEMESTER V					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Leadership and Effective Communication	GC	Theory	6	90
	Section B Human Resource Management			6	90
GENERAL PAPER II	Business Strategy and Financial Management			6	90
General Component Total				12	180
SKILL PAPER I	Retail Store Operations and Sales *Retail Store Management and its Value Chain Optimize inventory to ensure maximum availability of stocks and minimized losses Execute visual merchandising standards displays as per standards and guidelines Implement promotions and special events at the store (Conduct price benchmarking and market study of competition (SC	Theory	4	60
	Retail Store Operations and Sales		Practical - Retail Lab	2	60
SKILL PAPER II	Process Compliance, Safety and Security Adhere to standard operating procedures , processes and policies at the store while ensuring timely and accurate reporting (RAS/N0153) Ensure overall safety, security and hygiene of the store (RAS/N0156)	SC		4	60
	Internship Project	SC	Internship	4	120
	Skill Component Total			14	300

SEMESTER VI					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Marketing Management	GC	Theory	6	90
GENERAL PAPER II	Section A Business Ethics and Corporate Responsibility Section B Project Management	GC		6	90
General Component Total				12	180
SKILL PAPER I	People, Process and Profitability Management *Develop Retail Store Strategy to increase Market share and Profitability *Technology in Retail *Customer Relationship Management Lead and manage the team for developing store capability (Manage sales and service delivery to increase store profitability (Profitability Management	SC	Theory	5	75
				Practical -	2
	Internship Project	SC	Internship	15	450
	Skill Component Total			22	585

DETAILED SYLLABUS

SEMESTER I

GENERAL PAPER I					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credit
A	Theory	Business Communication (Verbal / Nonverbal)	<ol style="list-style-type: none"> 1. Writing Skills including Resume Writing, Project Report writing 2. Reading Skills - Oral Communication (Internal & External) 	45	3
B	Theory	Professional Skills	<ol style="list-style-type: none"> 1. Personal Hygiene & Grooming, Job Interview readiness 2. Planning & Organizing (in capacity of the Role) 3. Problem Solving 	45	3
GENERAL PAPER II					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credits
A	Theory	Fundamentals in Accounting	Calculation of Discounts/Offer/margins/Financial Schemes/Basic Accounting	45	3
B	Theory	Fundamentals in Technology (Computer Skills)	Basics of MS Office	45	3
Total				180	12

SKILL PAPER I					100 Marks
Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit

Theory	Introduction to Retail and Retail Store operations	Overview of Retail Industry	<ol style="list-style-type: none"> 1. Define Retailing 2. Understand the Evolution of Retail 3. Understand the overview of Retail Industry in India 4. Explain Organized and Unorganized Retail Sector 	7.5	
		Types of Retail Formats	<ol style="list-style-type: none"> 1. Define Types of Retail Formats 		
		Store Processes	<ol style="list-style-type: none"> 1. Explain Pre-Store Opening, Store Opening and Closing 2. Understand Loss Prevention & Shrinkage 3. Understand Store Merchandise Handling 4. Explain Basics of Visual Merchandising 		
Theory	Process credit applications for purchases	Overview and Need for Credit Facility	<ol style="list-style-type: none"> 1. Discuss the meaning of credit sale 2. Identify the need of credit facility 3. List the advantages of offering credit facility 4. Explain the disadvantages of credit facility 	1.0	1
		Characteristics and Conditions of Credit Facility	<ol style="list-style-type: none"> 1. Identify various features of credit facility 2. Appreciate the role of credit facility in meeting customer needs 3. List various conditions applicable for credit facility 	1.5	
		Legal and Company Criteria for Providing Credit Facilities	<ol style="list-style-type: none"> 1. Understand the need of legal obligations for providing credit facilities 2. Explain the company or store criteria for selling goods on credit 3. Explain the way payments are for goods sold on credit 	1.5	
		Legal and Company Processes for Credit Checks and Authorisation	<ol style="list-style-type: none"> 1. Explain the factors to be considered while evaluating a credit-seeking customer 2. Describe credit checks and authorisation process 3. List documents required for credit facility application 4. Understand points that need to be considered while filling up a credit facility application form 	2	
		Prompt Solution to Problems in Processing Credit Application Forms	<ol style="list-style-type: none"> 1. Identify completely filled credit application forms 2. Learn whom to approach in case of difficulties in processing the forms 3. Describe the process of carrying out credit checks and authorisation 	1.5	
Theory	Team and Organisational Dynamics	Job responsibilities of a Sales Associate	<ol style="list-style-type: none"> 1. Define who is a Sales Associate 2. Explain the responsibilities carried out by a Sales Associate 	0.5	2
		Skills of a competent Sales Associate	<ol style="list-style-type: none"> 1. Describe the skills required by a Sales Associate 2. Explain the benefits of a competent Sales Associate to business 	0.5	

Theory	Work effectively in your team	Supporting the Team in Working Effectively: Communication Etiquette	<ol style="list-style-type: none"> 1. Discuss the strategies to achieve effective teamwork 2. Express the importance of maintaining communication etiquette with colleagues 3. List the guidelines of maintaining etiquette with male/female colleagues 4. Outline the ways of maintaining etiquette with male/female colleagues 5. Explain the ways of building healthy relationship with colleagues 6. Recognise the importance of showing respect to colleagues and managers 7. List ways of working with colleagues to achieve targets 8. Understand the benefits of effective listening to colleagues 	2	
		Employees' Responsibilities towards the Team	<ol style="list-style-type: none"> 1. Discuss the techniques of working with a team 2. List situations in which sharing of information can happen 3. Describe the media through which work-related information is shared with colleagues 4. Recognise the importance of exchanging opinion and views with colleagues 	1.5	
		Developing Effective Work Habits	<ol style="list-style-type: none"> 1. Discuss the need of developing team communication 2. Describe the strategies for developing effective team communication 3. List the reasons of conflicts between colleagues 4. Justify the need of discussing and resolving issues at work place 	1.5	
Theory	Work effectively in your organisation	Working in an Organisation Across Teams	<ol style="list-style-type: none"> 1. Justify the importance of working within scope of job responsibilities 2. Illustrate the essentials of effective workinstructions 3. List the points which help completing work according to requirements 4. Decide when to involve other colleagues to complete the work 	2	
		Demonstrating Problem-Solving Skills	<ol style="list-style-type: none"> 1. Express the need of self-realisation and helping others by sales associates 2. Describe the phases of 'solution-finding' to customer problems 3. Discuss how helping other colleagues in solving problem can benefit the organisation 4. List the factors to be considered for self-development 	2	

		Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements	<ol style="list-style-type: none"> 1. Explain the factors to be considered when making commitments 2. List the advantages of scheduling tasks 3. Discuss the key motivating factors for employees and colleagues 4. Describe the need for health and safety procedures to be followed during the learning phase 	2	
Theory	Help keep the store secure	Security Risks and their Types	<ol style="list-style-type: none"> 1. Understand the meaning of security risks 2. Get rid of shoplifting problems 3. Explain employee theft and methods for preventing the same 	1.5	
		Role, Authority and Responsibility of Employees in Handling Security Risks	<ol style="list-style-type: none"> 1. Describe the role of employees in handling security risks 2. Use the authority of employees in handling security risks 3. Interpret responsibilities of employees in handling security risks 4. Explain various ways of handling irritated and abusive customers 	1.5	
		Policy and Procedures of an Organisation for Handling Security Risks	<ol style="list-style-type: none"> 1. Describe the policies for handling security risks 2. Explain the procedures for handling security risks 3. List the points to be included in policies for handling security risks 4. Describe steps to minimise criminal activity in stores 	1.5	
		Security Risk Reporting	<ol style="list-style-type: none"> 1. Understand the need of reporting Security Risks 2. Understand the importance of investigating incidences 3. Identify officials to whom security risk issues are to be reported 4. Understand how to handle security risk problems 	1.5	
		Following Company Security Policy and Procedures	<ol style="list-style-type: none"> 1. Describe the process and technique for personal safety from security risks 2. Describe the company policies and procedures for maintaining security during work 3. Understand the company policies and procedures for maintaining security during breaks and after finishing work 4. Understand the policies to ensure security risk prevention 	1.5	
Theory	Help maintain healthy and safety	Health, Safety, and Security Plans and Procedures	<ol style="list-style-type: none"> 1. Explain the role of health and safety at workplace 2. List the occupational safety and health challenges 3. Discuss the key obligations and regulations for employers 4. Identify threat to workers and workplace 	1	

		Reporting Health and Safety Concerns	<ol style="list-style-type: none"> 1. Discuss the importance of reporting health and safety issues 2. Describe the actual meaning of hazards 3. Explain how to handle hazardous substances 4. Report the health and safety concerns to the authorised person 	1	
		Company Policies towards Health and Safety	<ol style="list-style-type: none"> 1. Discuss what health and safety threats are present at workplace 2. List various parameters to check safety, security and health breaches 3. Describe the policies to dispose hazardous substances 4. Recognise the importance of following company safety policies 	1.5	
		First Aid and Emergency Medical Plan	<ol style="list-style-type: none"> 1. Explain first aid and medical emergency plan 2. Understand what medicines could be used in emergencies 3. List the do's and don'ts of first aid 4. Illustrate how to give first aid to victims 	1.5	
		Following Emergency and Evacuation Plan	<ol style="list-style-type: none"> 1. Understand the elements of emergency plan 2. Identify various symbols used in an evacuation plan 3. Describe how to do emergency exit 4. Conduct self-analysis in critical situations 	1.5	
		Making Work Environment Safe	<ol style="list-style-type: none"> 1. Discuss how to make the work environment safer 2. Appreciate the need of 'measures' to enhance employee health 3. Explain various benefits of upgrading safety tools 4. Describe how to perform mock evacuation drills 	1	

**100
Marks**

Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
Theory	Consumer Buying behaviour and Retail Sales	Basics of Consumer Shopping Behaviour	1. Understand the Basics of Consumer Shopping Behaviour	3	3
		Product Descriptions & Retail Selling techniques	<ol style="list-style-type: none"> 1. Describe Products & Services 2. Explain Retail Selling techniques 		
Theory	Demonstrate products to customers	Role of Demonstration in Promoting and Selling Products	<ol style="list-style-type: none"> 1. Describe the meaning of product demonstration 2. Understand the importance of product demonstration 3. List various aspects involved in demonstration and where product demonstration can be performed 	2	

		Preparation of Demonstration Area	<ol style="list-style-type: none"> 1. List various pre-demonstration activities 2. Discuss how a demonstration area is set up 3. Discuss various points which are to be taken care of for planning a demonstration 4. Recognise what not to do during a product demonstration 	2	
		Explaining the Features and Benefits of Products during a Product Demonstration	<ol style="list-style-type: none"> 1. Describe what kind of prior knowledge is required for a product demonstration 2. List the factors that a product specialist should keep in mind for demonstrating a product 	3	
		Logical Sequencing Steps involved in Product Demonstration	<ol style="list-style-type: none"> 1. Identify the steps involved in product demonstration 2. List various logical sequencing of a one-to-one product demonstration 3. Discuss the importance of offering information about product warranty and replacement 4. Illustrate how to close a product demonstration 	2	
Theory	Help customers choose right products	Explaining Product Features and Benefits to Customers to Promote Sales and Goodwill	<ol style="list-style-type: none"> 1. Identify the need of customers 2. List product features and benefits 3. Discuss sales and goodwill promotion 4. Make him/herself familiar with the way of explaining product features and benefits to customers 	2	
		Helping Customers Choose Products and Handling Customer Queries	<ol style="list-style-type: none"> 1. Describe how to help customers select products 2. Discuss the way of handling a customer's objections and questions 3. List explanations for a customer's objections 4. Encourage customers to ask questions 	2	
		Identifying Opportunities for Up-selling and Cross-selling	<ol style="list-style-type: none"> 1. Describe the opportunities for up-selling 2. Explain about opportunities of cross-selling 3. List various ways of pitching for up-selling and cross-selling 4. Identify customers' requirements for additional and associated products 	2	
		Collecting and Interpreting Customer Responses and Acknowledging Customer Buying Decision	<ol style="list-style-type: none"> 1. Identify customer data to be collected 2. Explain the methods to collect a customer's data 3. Discuss ways of interpreting a customer's response 4. Outline how to acknowledge a customer's buying decision 	1	
		Techniques of Closing Sales and Bill Payment	<ol style="list-style-type: none"> 1. Describe the process of closing sales 2. Explain how to direct customers towards bill payment 3. List various ways in which a sales associate could help customers to make buying decisions 	2	

		Legal Rights Related to Returning of Unsatisfactory Goods	<ol style="list-style-type: none"> 1. Describe how to handle customers unsatisfied with a purchased product 2. Explain the way of disclosing legal policies at the time of selling products 3. List various ways of maintaining the security and safety of products throughout sales process 4. Describe the technique of handling products after demonstration 	2	
Theory	Provide specialist support to customers facilitating purchases	Informing Customers about Specialist Products: Features and Benefits	<ol style="list-style-type: none"> 1. Describe the meaning of specialist products 2. Discuss the features and benefits of specialist products 3. List advantages of specialist products over other products 	2	
		Displaying Products of Customer's Interest	<ol style="list-style-type: none"> 1. Discuss the need of determining product features and benefits according to a customer's interest 2. Describe ways of making a demonstration interesting for customers 3. List various ways of attracting different types of customers 4. Make him/herself aware of the need of helping customers during the purchase of a product 	2	
		Providing Product Information and Response to Customer Queries	<ol style="list-style-type: none"> 1. Identify the importance of providing product information to customers 2. Discuss how to respond to customers' questions 3. Describe why a sales associate needs to be well informed about the product 4. Make him/herself familiar with employees' behaviour while responding to customer queries 	2	

		Demonstration of Specialist Products	<ol style="list-style-type: none"> 1. Describe the importance of products' latest information 2. Discuss demonstration of specialist products 3. Describe promotion of specialist products 4. Make him/herself familiar with the need of controlling the duration of demonstration 	2	
		Performing Safe and Valuable Product Demonstration	<ol style="list-style-type: none"> 1. Discuss the company policy for customer service and demonstration of specialist products 2. Explain how to set up demonstrations without disturbing other people 3. Describe setting up safe and effective demonstrations 4. Describe what a sales associate must consider for a safe and effective demonstration 	2	
		Safety and Security of Store during Demonstration	<ol style="list-style-type: none"> 1. Describe ways of ensuring the security and safety of the store while giving a demonstration 2. Understand the importance of availability of trained staff in case of an emergency during demonstration 3. Describe the checking of equipment and materials available for the demonstration 4. Explain precautionary safety signs during product demonstration 	1	
Theory	Maximise sales of goods & services	Analysing Features and Benefits of Products	<ol style="list-style-type: none"> 1. Discuss the need for increasing sales and promotions 2. Appreciate seasonal trends and their impact on sales 3. Explain the difference between product features and benefits 4. List different ways of promoting products 	3	
		Identifying and Reporting Promotional Opportunities	<ol style="list-style-type: none"> 1. Explain the estimation of promotional opportunities to increase sales 2. Discuss the potential of promotional opportunities to increase sales 3. List various techniques to encourage buying of promoted product in future 	3	
		Promoting of Products	<ol style="list-style-type: none"> 1. Explain how to promote product features and benefits 2. Discuss how to communicate promotions to customers 3. List various techniques for encouraging customers to purchase promoted products 	3	
		Recording and Evaluating Promotion Results	<ol style="list-style-type: none"> 1. Describe the effectiveness of promotions 2. Explain how to evaluate promotion results 3. List the various considerations in evaluating a promotion 4. Explain the benefits of promotions 	2	

Practical	Understanding Customer Buying Behaviour and Retail Sales	NA	<ol style="list-style-type: none"> 1. Demonstrate products to customers 2. Help customers choose right products 3. Provide specialist support to customers to facilitate purchases 4. Help in maximising product sales and participate in product promotion 	30	1
-----------	--	----	---	----	---

100 Marks					
------------------	--	--	--	--	--

Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
Theory	Create a positive image of self & organisation in the customers mind	Establishing Organizational Image	<ol style="list-style-type: none"> 1. Explain the meaning of an organisation 2. Identify organisational behaviour policies for customer, colleagues, and seniors 3. Explain work flow in the organisation 4. Describe the reporting structure in the organisation 	1	3
		Developing Basic Etiquettes	<ol style="list-style-type: none"> 1. Explain basic etiquettes 2. List grooming standards for male/female employees 3. Discuss general guidelines for communicating with customers 4. Explain the importance of using simple phrases and language while communicating with customers 	1	
		Appropriate Customer Handling	<ol style="list-style-type: none"> 1. Discuss the ways of dealing with customers 2. Understand the importance of greeting customers 3. List various points to be kept in mind while greeting customers 4. Describe the importance of listening to customers 	1	
		Explaining and Interpreting Complex Information to Customers	<ol style="list-style-type: none"> 1. Explain the process of dealing with complex information provided to customers 2. Discuss reasons of adopting behaviour as per customer behaviour 3. Explain the need and significance of updating customers 4. Describe the ways of providing the best solution to customers 	1	
		Building Relationships with Internal and External Customers	<ol style="list-style-type: none"> 1. Describe relationships with internal and external customers 2. Illustrate the importance of timely delivery of services to customers 3. List steps of assisting customers in difficult times 4. Discuss how to follow-up customers for services and feedback 	1	

		Creating and Analysing Database	<ol style="list-style-type: none"> 1. Explain the need for developing documentation skills 2. Discuss the importance of reading and writing skills for sales associates 3. Describe how to maintain client information database 4. Explain the method of writing and submitting reports 	1	
Theory	Monitor and solve service concerns	Understanding Customer Service Problems: Organisational Procedure and System	<ol style="list-style-type: none"> 1. Describe organisational procedures and systems for dealing with customer service problems 2. List reasons why some dissatisfied customers do not complain to the retailers 3. Describe the importance of authority in solving customer service problems 4. Discuss how to solve customer service problems 	1.5	
		Solving Customer Service Problems	<ol style="list-style-type: none"> 1. Explain how to negotiate with and reassure customers while their problems are being solved 2. Describe ways of executing agreed solutions 3. Discuss the need of solving problems in advance with service systems and procedures 4. Make him/herself familiar with the need of negotiating and reassuring customers at the time of problem resolution 	1.5	
		Informing and Analysing Actions Taken	<ol style="list-style-type: none"> 1. Discuss how to inform customers about the status of the actions taken 2. Understand whether customers are comfortable with 	1.5	
			<ol style="list-style-type: none"> 3. List the importance of informing managers and colleagues about the steps taken 4. Learn the impact of a situation when a customer is not comfortable with a solution 		
		Resolving Repeated Customer Service Problems	<ol style="list-style-type: none"> 1. Describe the organisational procedures to identify repeated customer service problems 2. List various options for dealing with a repeated problem 3. Identify activities to find out the merits and demerits of each option 4. Discuss the activities required to select the best option for solving repeated customer service problems 	1.5	

		Monitoring Changes and Analysing the Impact of Successfully Resolved Customer Service Problems	<ol style="list-style-type: none"> 1. Identify the activities for monitoring changes done in the organisational policies and systems 2. Describe the action to be taken if changes in the organisational policy have not been implemented 3. Discuss the impact of successful resolution of customer service problems on customer loyalty 4. Identify situations in which customers may become loyal to the retailer 	1	
Theory	Promote continuous improvement in service	Collecting, Analysing and Presenting Customer Feedback	<ol style="list-style-type: none"> 1. Explain the importance of gathering customer feedback 2. Discuss the need of analysing and interpreting customer feedback 3. List various ways to identify opportunities and propose changes 	1.5	
		Improving Customer Service	<ol style="list-style-type: none"> 1. Explain the need of customer service improvement 2. Discuss the influence of service delivery on customer experience 3. Identify the need of recording and analysing opinion of customers 4. Interpret the benefit that organisations have due to continuous service improvement 	1.5	
		Implementing Changes in Customer Service Standards	<ol style="list-style-type: none"> 1. Discuss the need of obtaining the approval for changes in customer service standards from the concerned authority 2. Describe ways of organising implementation of authorised changes 3. List the concerned people to be informed about the changes 4. Describe the advantages and disadvantages of change 	1.5	
		Reviewing Implemented Changes in Customer Service Standards	<ol style="list-style-type: none"> 1. Discuss the use of the analysis and interpretation of implemented changes in customer service standards to identify further opportunities for improvement 	1.5	

			<ol style="list-style-type: none"> 2. Describe ways of presenting improvement opportunities to concerned authority for implementation 3. List the service improvement strategies affecting the balance between overall customer satisfaction, costs of providing service, and regulatory needs 		
Theory	Improve customer relationship	Improving Relationship and Communication with Customers	<ol style="list-style-type: none"> 1. Discuss the need of improving customer relations 2. List various ways of improving the organisation's image in front of customers 3. Identify the best communication method to be used 4. Explore the need of informing customers when their expectations are not met 	2	
		Maintaining Balance between Customer and Organisational Needs	<ol style="list-style-type: none"> 1. Explain the importance of meeting customer expectations within the organisation 2. Discuss the ways to meet the customer expectations 3. Describe the importance of improving relationship with customers 4. List the tactics retailer can put to improve customer relationship 	3	
		Meeting and Exceeding Customer Expectations	<ol style="list-style-type: none"> 1. Identify opportunities to exceed customers' expectations 2. Discuss alternative solutions 3. Describe how to negotiate solutions 4. Elaborate how to take actions upon agreed solutions 	2	
Theory	Provide personalised sales & post-sales service support	Preparing for Customer Visits	<ol style="list-style-type: none"> 1. Explain the meaning of personalised selling 2. Describe the need of knowing about new brands or services provided by companies 3. Discuss the preparation required for client visits 4. Explain the importance of checking the work area for client consultation 	1	
		Providing Personalised Service to Customers	<ol style="list-style-type: none"> 1. Discuss the need of contacting clients as per their convenience 2. Illustrate the need of establishing good relationships with clients 3. Explain the importance of asking questions to clients 4. Make him/herself familiar with the tactics to determine a client budget 	1	

		Meeting Company's Customer Service Standards	<ol style="list-style-type: none"> 1. Discuss the company's customer service standards and personalised service 2. Describe the need of establishing company's desired image in clients' mind 3. List various opportunities of selling additional products 4. Discuss why sales associates are required to abide by company service standards 	1	
		Company Procedure for Maintaining Client Records	<ol style="list-style-type: none"> 1. Discuss data protection laws 2. Explain company procedures for updating client records 3. List various steps of recording and storing client information 4. Make him/herself familiar with company policy for client confidentiality 	1	
		Developing Relationships with Customers	<ol style="list-style-type: none"> 1. Discuss the importance of keeping promises to customers 2. Explain how to sell products and maintain good relationships with clients 3. List various ways of making additional product recommendations to clients 4. Make him/herself familiar with the need of matching product's features and benefits to clients requirements 	2	
Theory	Resolve customer concerns	Identifying Customer Service Problems	<ol style="list-style-type: none"> 1. Explain various problems faced by customers in retail stores 2. Discuss the importance of listening to customers carefully 3. List various options to resolve customer problems 4. Describe the need of confirming the options with others to resolve customer problems 	1.5	
		Determining Solutions Solution for Customer Service Issues	<ol style="list-style-type: none"> 1. Explain how to identify alternatives to solve customer problems that a sales associate cannot help with 2. Describe the importance of discussing available options with customers 3. List various strategies that could be used by sales associates for solving such problems 4. Discuss whom to contact for customer problems when the sales associate is unable to solve the problem 	1.5	

		Communicating Solution Options to Customers	<ol style="list-style-type: none"> 1. Discuss the need to check organisational benefit of solution opted 2. Explain the action to be taken to implement the option agreed upon by the customer 3. Describe the need for informing the customer about what is happening to resolve the problem 4. List various sources through which customers could be informed about the resolution of the problem 	1	
		Taking Actions to Resolve Customer Service Problems	<ol style="list-style-type: none"> 1. Discuss how to work with others for resolving customer problems 2. Illustrate how to keep a record of promises made 3. Elaborate on the importance of contacting customers to ensure proper problem resolution 4. Describe why a sales associate should provide clear reasons when customer problem cannot be solved 	1.5	
		Dealing with Repeated Problems and No-Solution Situations	<ol style="list-style-type: none"> 1. Describe how to identify repeated problems 2. Discuss the importance of alerting appropriate authority for repeated problems 3. Illustrate the need for sharing customer feedback with others 4. Elaborate on the requirement of identifying problems with systems and procedures before they occur 	1.5	
Theory	To organise the delivery of reliable service	Planning Customer Service Delivery	<ol style="list-style-type: none"> 1. Explain the meaning of customer service delivery 2. Discuss various prerequisites of planning, preparing and organising service delivery 3. List various factors on which efficiency of the services rendered by a retailer depends 4. Discuss the need of a retailer to be transparent with its policies and portfolio 	2	
		Organising Reliable Customer Service	<ol style="list-style-type: none"> 1. Discuss the need for responding to customer feedback 2. Elaborate on the feedback mechanism 3. Describe the importance of identifying useful customer feedback 4. Illustrate the importance of positive customer feedback 	1	
		Following Organisational Procedures for Customer Service Delivery	<ol style="list-style-type: none"> 1. List various organisational procedures for delivering customer service 2. Describe how to locate information to solve customer query 3. Identify critical sections in feedback form 	1	

			Maintaining and Controlling Customer Service Delivery	<ol style="list-style-type: none"> 1. Describe the need for maintaining service delivery during busy and lull periods 2. Differentiate the behaviour of retail sales associate between busy and lull periods 3. Elaborate how to reorganise work to handle unexpected workload 4. List various actions to be taken to improve the reliability of customer service 	1	
			Using Recording Systems to Maintain Reliable Customer Service	<ol style="list-style-type: none"> 1. Discuss the different methods used for collecting customer information 2. Explain policies related to recording and storing customer service information 3. Describe the procedure to select and retrieve relevant customer service information 4. Elaborate on the need of supplying accurate customer service information 	1	
	Practical	Customer Service and Customer Relationship Management	NA	<ol style="list-style-type: none"> 1. Establish effective rapport with customers 2. Respond appropriately to customers 3. Communicate information to customers 4. Solve immediate customer service problems 5. Identify repeated customer service problems and options for solving them 6. Identify appropriate actions that can be taken to avoid the repetition of customer service problems 7. Plan improvements in customer service based on customer feedback 8. Provide personalized sales and post sales service support 9. Review effectiveness of customer service delivery and suggest process improvements 	30	1
INTERNSHIP					210	7
Total					405	18

SEMESTER II

GENERAL PAPER I					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credit
A	Theory	Business Communication (Verbal / Nonverbal)	<ol style="list-style-type: none"> 1. Writing Skills including Resume Writing, Project Report writing 2. Reading Skills including Report Reading 3. Oral Communication (Internal & External) 	45	3
B	Theory	Professional Skills	<ol style="list-style-type: none"> 1. Decision Making 2. Interpersonal Skills 3. Personality Development including Job Readiness 	45	3
GENERAL PAPER II					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credits
A	Theory	Fundamentals in Accounting	Basic Accounting, Cost Accounting	45	3
B	Theory	Fundamentals in Technology (Computer Skills)	MS Office, Orientation to POS software(s)	45	3
Total				180	12

SKILL PAPER I					100 Marks	
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Store Display and Visual Merchandising	Store Hygiene and Cleanliness	<ol style="list-style-type: none"> 1. Understand the need and importance of Store Hygiene and Cleanliness 2. Explain the various elements of Store Hygiene and Cleanliness 	5	3

	Theory	Organize the display of products at the store	Prepare Products for Display	<ol style="list-style-type: none"> 1. Examine role and importance of merchandise display in attracting customers 2. Explain assembling of products before display 3. Know about safe transfer of merchandise to display area 4. Learn to review product condition 5. Explain cleanliness of display area, accessories and equipment 6. Elaborate estimation of quantity for products to be displayed 	7
			Label Product Displays	<ol style="list-style-type: none"> 1. Identify the importance of proper product labelling 2. Understanding the idea behind maintaining accuracy in positioning product labels 3. Learn about legal and standard operational requirements for product labels 4. Explain how to confirm labelling requirements with the concerned person 	6
			Arrange and Maintain Products for Display	<ol style="list-style-type: none"> 1. Ensure health, safety and hygiene requirements of display 2. Arrange and replace products to maintain display presentation 3. Define reposition products to maintain display presentation 4. Know about regular monitoring of displays 	7
	Theory	Plan visual merchandise	Interpret Visual Design Briefs for Retail Displays	<ol style="list-style-type: none"> 1. Explain the meaning of visual merchandising 2. Describe the elements of a visual design brief 3. Identify the display requirements before framing visual design brief 4. Analyse effective ways to improve visual effects 5. Learn about the company policies on Visual Design 	3
			Role of Visual Merchandiser in Improving Store Visual Appeal	<ol style="list-style-type: none"> 1. Describe the role of a visual merchandiser in improving the visual appeal of the store 2. List factors that can help retailers to identify the right candidate 3. Give an example of something a visual merchandiser can create in a store's window 4. Examine the job description of a visual merchandiser 	3
			Elements of Display and Potential Places for Product Display	<ol style="list-style-type: none"> 1. Analyse concepts related to elements of display 2. Learn about potential places for product display 3. Illustrate how you manage colour and space to display products 	4

			Role of Props, Equipment and Materials in Display	<ol style="list-style-type: none"> 1. Analyse the role of props in display 2. Examine the prototypes in display 3. Understand which tools are used for displaying jewellery and apparels at the retailstores 	4	
			Updating Stock Records for Merchandise Display	<ol style="list-style-type: none"> 1. Discuss the process of updating stock records 2. Collect the information for store inventory 3. Know how to choose the right suppliers 4. Illustrate tracking delivery of merchandise, props, and equipment 	4	
	Practical	Store Display and Visual Merchandising	NA	<ol style="list-style-type: none"> 1. Prepare to display products 2. Label displays of products 3. Arrange and maintain products for display 4. Interpret design briefs for retail displays 5. Identify merchandise and props to be featured in retail displays 	30	1
SKILL PAPER II						100 Marks
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Sales Management	Product and Service Knowledge	1. Equip with Product and Service Knowledge	3	
			Retail markets - Competition and Best Practices	1. Understand Retail markets - Competition and Best Practices	3	
	Theory	Maintain the availability of goods for sale to customers	Display Requirements and Types of Merchandise	<ol style="list-style-type: none"> 1. Learn how to determine display requirements using store procedures 2. Describe different types in which merchandise can be displayed 3. Illustrate the creation of focal points of display 4. Explain how to create awareness of trends in staff members 	3	
			Informing Staff about Dressing Techniques and Role of Lighting	<ol style="list-style-type: none"> 1. Explain different dressing techniques to staff 2. Identify procedures for dressing mannequins, busts, and other props 3. Discuss the need of grouping products to attract customers 4. Determine if grouped products meet standards of display 	3	

			Evaluating Visual Effects of Displays and Suggesting Changes	<ol style="list-style-type: none"> 1. Describe visual effects of displays and suggesting changes 2. Identify positive or negative effect of visual displays on consumer 3. Know about importance of making adjustments to displays to enhance visualeffects 4. Give an example for creating displays as per set organisational policies on visual effects 	3	4
			Monitoring and Informing Price Changes in Products	<ol style="list-style-type: none"> 1. Discuss the need of informing price changes in products 2. Understand the process of checking product pricing and reporting discrepancies 3. Outline legal requirements for product pricing 4. Know about key factors must be considered while pricing products 	3	
			Identifying and Removing Unwanted Materials	<ol style="list-style-type: none"> 1. Examine how to identify and remove unwanted materials 2. Illustrate efficient waste management for retailers 3. Know how to minimise product waste 4. List the unwanted materials found in retail store 	2	4
	Theory	Processin g the sale of products	Providing Product Insights to Customers	<ol style="list-style-type: none"> 1. Explain the certain aspects of the products to the customer 2. Describe the various aspects of product insights to the customer 3. Understand how a retailer describes the product features in detail to thecustomers 4. Explain the importance of voice of customer (VOC) in a retail business 	3.5	
			Point of Sale (POS) Procedures	<ol style="list-style-type: none"> 1. Explain the meaning of Point of Sale 2. Describe components of POS system 3. Know how to handle cash 4. Illustrate cash register security 	3.5	
			Modes of Payment Available to Customers	<ol style="list-style-type: none"> 1. Know the meaning of retail payment systems 2. Elaborate on the current trends in the payment systems 3. Learn how to make payments through cheques and debit card 4. Illustrate the concept of E-commerce payments 	3.5	
			Arranging Products for Sale	<ol style="list-style-type: none"> 1. Illustrate the ways of arranging the products for sale 2. Learn about moving the merchandise safely to the billing counter 3. Know about reporting discrepancies or failure to the concerned authority 	3.5	

	Theory	Allocate and check work in your team	Brief Team Members about Work Requirements and Standards	<ol style="list-style-type: none"> 1. Explain what are performance standards 2. Learn about types of performance standards 3. Give examples of performance standards 4. Discuss the purpose of team standards 5. Identify appropriate standards of performance for your team 	3
			Allocate Work Based on Skill and Knowledge	<ol style="list-style-type: none"> 1. Identify how you can get the best match between tasks and team members 2. Discuss on what basis tasks should be allocated 3. Describe how to involve teams in decisions about allocating tasks makes teams more effective and better motivated 	3
			Plan Work to Make Optimum Use of Resources	<ol style="list-style-type: none"> 1. Discuss how you can make optimum use of business resources 2. Identify factors considered while preparing a work plan 3. Know about steps to optimise business resource 4. Illustrate methods that are used for planning work in a team 	2
			Seeking Clarifications with Senior Authority	<ol style="list-style-type: none"> 1. Explain how to seek clarifications with senior authority 2. Discuss the work required of the team with senior authority 3. Describe how to report completion of work or delays to manager 4. Demonstrate what type questions that may be asked while seeking clarification from senior authority 	3
			Performance Appraisal of Team Members	<ol style="list-style-type: none"> 1. Describe team member performance evaluation techniques 2. Identify sharing feedback for improving employee performance 3. Outline manage conflict between team members 4. Know how to handle country or culture differences 	3
	Theory	Establish and satisfy customer needs	Providing Information to Customers	<ol style="list-style-type: none"> 1. Identify the information needed by a team leader in a retail store 2. Know the basic information needed by customers 3. Describe the technical description of products 4. Illustrate how to handle the warranty and replacement questions 	1
			Role of Product Demonstration in Driving Sales	<ol style="list-style-type: none"> 1. Learn about the functions of product demonstration in driving sales 2. Discuss the key considerations to be made before starting product demonstration 3. Identify ensuring safety and security of store while giving the demonstration 4. Illustrate the safety precautions for product demonstration 	1

			Assisting Customers to Choose Products	<ol style="list-style-type: none"> 1. Describe the ways to assist customers to choose products 2. Identify the preferences of customer 3. Learn about strategies you can adopt to sell to consumers 4. Make the customers aware about new features of product 	1	
			Gather and Analyse Customer Responses	<ol style="list-style-type: none"> 1. Learn how to analyse customer responses 2. Discuss the need of motivating customers for questioning 3. Examine how to deal with customer queries and objections 4. Know about product knowledge of an employee while dealing with customers 	0.5	
			Sales Closure and Billing against Customer Purchases	<ol style="list-style-type: none"> 1. Discuss the key aspects that should be considered while closure of sales 2. Learn about billing against customer purchases 3. Know about sales closing techniques 	1	
			Developing and Continuing Good Rapport with Clients	<ol style="list-style-type: none"> 1. Learn the technique of developing good rapport with clients 2. Discuss the basic ways to build rapport with customers 3. Learn about helpful rapport building behaviours 	0.5	
	Theory	Monitor and solve customer service problems	Organisational Procedures and Systems for Handling Techniques	<ol style="list-style-type: none"> 1. Give an overview of effective handling of complaints 2. Explain organisational procedures and systems for handling customer service issues 3. Illustrate several reasons that prevent customers from making formal complaints to retailers 4. Learn how to implement the agreed upon solution 	1	
			Solving Customer Service Issues by Coordinating with	<ol style="list-style-type: none"> 1. Explain how to coordinate with others to solve customer complaints 	1	

			Others	<ol style="list-style-type: none"> 2. Learn how to take ownership of the dispute 3. Identify the authority to resolve customer service doubts 4. Summarize the role of supervisor and senior manager in solving customer service issues 		
			Reassuring and Negotiating with Customers	<ol style="list-style-type: none"> 1. Identify how to reassure and negotiate with customers 2. Explain some means that can be used to assure and negotiate with customers 3. Explain how to keep customers informed about service status 4. Verify whether customers are comfortable with actions being taken 	0.5	
			Identifying Repeated Customer Service Problems	<ol style="list-style-type: none"> 1. Explain how to identify repeated customer service bugs 2. Identify key ways to handle repeated customer issues 3. Illustrate tracking changes in organisational policies and adjusting them if required 4. Learn the responsibilities of team leader while changing policies 	1	
			Impact of Successful Problem Resolution on Customer Loyalty	<ol style="list-style-type: none"> 1. Define the meaning of customer loyalty 2. Identify the drivers of customer loyalty 3. Outline the influence of successful problem resolution on customer loyalty 	0.5	
	Theory	Communicate effectively with stakeholders	Role and Significance of Communication in an Organisation	<ol style="list-style-type: none"> 1. Define meaning of communication 2. Know about communication in an organisation 3. Identify different objectives and functions of communication 4. Learn about the various benefits of communication for employees in an organisation 	0.5	
			Following Organisational Standards during Communication	<ol style="list-style-type: none"> 1. Explain organisational standards of communication 2. Analyse written communication 3. List important aspects that must be considered for written communication 4. Know about the importance of maintaining confidentiality in communication 	0.5	
			Check Proper Functioning of Communication Equipment	<ol style="list-style-type: none"> 1. Make sure that the communication equipment is working properly 2. Learn about teleconferencing and video conferencing (VC) 3. Illustrate business letter and memo 4. Explain board meetings and social media platforms 	0.5	

			Importance of Body Language and Feedback in Communication	<ol style="list-style-type: none"> 1. Identify body language in communication 2. List the key aspects that must be considered while communicating non-verbally 3. Explain the use of body language as a communication tool 4. Explain the importance of feedback in communication 	0.5	
			Role of Communication in Resolving Conflicts and Seeking Help	<ol style="list-style-type: none"> 1. Explain role of communication in resolving conflicts and seeking help 2. Recognize how communication helps in resolving conflicts at workplace 3. Illustrate the rules for the good speaker 4. List the rules for a listener 	1	
			Communicating with Customers in Respectful Manner	<ol style="list-style-type: none"> 1. Know how to communicate with customers in a respectful manner 2. Outline how to communicate assertively and respectfully 3. Explain form of communication usually takes place 4. Illustrate how to show basic respect during communication 	1	
	Theory	Customer Experience Management	Effective After Sales Service & Customer feedback management	<ol style="list-style-type: none"> 1. Understand benefits of effective After Sales Service 2. Understand elements of Customer feedback Management 	2	
	Practical	Customer Experience Management	NA	<ol style="list-style-type: none"> 1. Help customers identify the products for purchase 2. Provide information on variants of products and help customers make buying decisions 3. Enable customers to make appropriate product choices 4. Ensure that customers fulfil their purchase process smoothly from start to billing 5. Apply the elements of effective Communication while interacting with Customers and other stakeholders 	30	1

SKILL PAPER III						100 Marks
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Organizational & Team Dynamics	Organisational overview	<ol style="list-style-type: none"> 1. Company Vision, Mission, Values 2. Understanding Company Policies and Procedures 	1	2
			Role and skills of a team leader	<ol style="list-style-type: none"> 1. Job Role of Team Leader and skill sets of a competent Team Leader 	1	
	Theory	Work Effectively in a Retail Team	Effective Communication and Teamwork	<ol style="list-style-type: none"> 1. Give an overview of effective communication and its benefits 2. Explain the characteristics and effects of effective communication 3. Identify effective communication and effective teamwork 4. Learn the role of effective listening in communication 5. Demonstrate communication etiquette with male and female 	2	
			Developing Healthy Relationship with Colleagues	<ol style="list-style-type: none"> 1. Understand how to develop healthy relationship with colleagues 2. Explain common measures that can be adopted to develop healthy relationship with all co-workers 3. Make a list of characteristics of good, healthy working relationships 4. Discuss ways to build healthy relationships with colleagues 	1.5	
			Plan and Organise Work Routine	<ol style="list-style-type: none"> 1. Understand how to plan and organise work activities 2. Illustrate key step to organise work routine 3. Examine prioritise tasks for timely delivery 4. Learn how meetings serve as a planning and organization tool 	1.5	
			Collaborating with Colleagues to Achieve Targets	<ol style="list-style-type: none"> 1. Explain how to work with colleagues to achieve targets 2. Recognise how to make commitments and share information with colleagues 3. Learn about seek clarification and advice from managers or colleagues 4. Elaborate how to help colleagues in facing challenges and resolve conflicts with colleagues 	2	
			Following Personal Hygiene and Report Misbehaviour to Manager	<ol style="list-style-type: none"> 1. Discuss common dress code criteria for employees 2. Identify useful tips for maintaining personal hygiene 3. Know about displaying non-discriminatory attitude toward colleagues and customers 4. Explain how to report misbehaviour to manager 	1.5	

			Maintain Balance between Work and Personal Priorities	<ol style="list-style-type: none"> 1. Give an overview of work-life balance 2. Illustrate the steps to a work-life balance 3. Examine balance between work and personal priorities 4. Provide useful tips that can allow employees to maintain a healthy balance between home and workplace 	1.5	
Theory	Work effectively in your organisation	Achieving Organisational Goals through Teamwork	<ol style="list-style-type: none"> 1. Explain how to achieve organisational goals through teamwork 2. Examine how to improve teamwork in the organisation 3. Know about how to share work fairly with colleagues 4. Explain how productivity in the workplace is related to equal division of work 	2		
		Follow Organisational Guidelines and Work Related Instructions	<ol style="list-style-type: none"> 1. Give an overview of organisational behaviour policies for customer, colleagues and seniors 2. Explain key behavioural guidelines to be followed while interacting with colleagues 3. Make a list of some guidelines that should be followed while interacting with senior members in the organisation 4. Learn how to follow work related instructions 	2		
		Understanding and Working within Job Responsibility	<ol style="list-style-type: none"> 1. Describe benefits of working within job role and responsibilities 2. Discuss how to finish work according to requirements 3. Explain common reasons for not fulfilling requirements 4. Know about how to develop effective work habits 	1		
		Setting Realistic Targets and Flexible Work Plans	<ol style="list-style-type: none"> 1. Give an overview of realistic targets 2. List the major challenges to set realistic targets 3. Illustrate how to be flexible and adapt to work plans 4. Learn how to help subordinates to achieve targets 	2		
		Being Open to Feedback	<ol style="list-style-type: none"> 1. Explain importance of feedback in the workplace 2. Discuss constructive feedback 3. List the key factors that should be kept in mind while seeking assistance from a senior 4. Learn how feedback helps people find answers of vital questions 	2		
Theory	Help maintain healthy and	Health, Safety, and Security Plans and Procedures	<ol style="list-style-type: none"> 1. Analyse health, safety, and security plans and procedures 2. Give an overview of key regulations and obligations for employers 3. Know about threat to workers and workplace 	2		

		safety	Lifting and Handling Goods Safely	<ol style="list-style-type: none"> 1. Give an overview on lifting and handling goods safely 2. Outline the guidelines that must be followed while lifting heavy loads 3. Explain common company guidelines for lifting and handling equipment 4. Learn about which aspects should be considered while planning safe movement of goods 	2	
			Understanding Hazards	<ol style="list-style-type: none"> 1. Identify hazards and different sources of workplace hazards 2. Explain the disadvantages of ignoring health and safety guidelines 3. Explain how to handle breaches in health and safety 	1.5	
			Reporting Safety Concerns and Emergency Medical Plan	<ol style="list-style-type: none"> 1. Identify health and safety concerns 2. Explain first aid and emergency medical plan 3. Make a list of common emergency medicines 4. Learn about safety gears 	1.5	
			Evacuation Plan and Measures to Enhance Employee Health	<ol style="list-style-type: none"> 1. Explain what 'emergency evacuation' means 2. Learn the concept of an evacuation plan and symbols used in an evacuation plan 3. Illustrate mock evacuation drills to help others during evacuation 4. Identify measures to enhance employee health 	2	
INTERNSHIP					210	7
Total					405	18

SEMESTER III

GENERAL PAPER I					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credits
A	Theory	Planning and Organizing (in capacity of the Role)	<ol style="list-style-type: none"> 1. Nature and Purpose of Planning 2. Elements of Planning Process 3. Principles of Planning 4. Advantages and Limitations of Planning 5. Nature and Purpose of Organizing 6. Impact of Organizing in the area of work 	45	3
B	Theory	Problem Solving & Decision Making	<ol style="list-style-type: none"> 1. Understand Decision Making Process 2. Identify individual, group and organizational decision-making processes 3. Explain factors that impact decision making 4. Understand how to Implement Decisions 5. Explain Problem Solving Steps and use of and Problem Solving Tools 6. Distinguish Root Causes From Symptoms to Identify the Right Solution for the Right Problem 7. Improve Problem Solving and Decision Making by Identifying Individual Problem Solving Styles 	45	3
GENERAL PAPER II					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credits
A	Theory	Financial Management and Retail Accounting	<ol style="list-style-type: none"> 1. Meaning, types, objectives, advantages and limitations of Accounting 2. Principles of Financial Accounting 3. Methods of Retail Accounting 4. Journalizing transactions 5. Accounts Reconciliation 6. Rectification of Errors 7. Preparation of Financial Accounts, Profit & Loss Accounts 8. Role of Computers in Accounting. 	90	6
Total				180	12

SKILL PAPER I						100 Marks
NOS Code	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Sales, Inventory and Merchandise Management	Inventory and merchandise management	1. Understand Inventory Management 2. Understand Merchandise Management	10	
			Sales Strategy	1. Develop Sales Strategy and Campaigns		
	Theory	Plan visual merchandise	Effective Visual Display	1. Explain different aspects of a visual display 2. Use different types of display techniques 3. Understand different requirements of display 4. Understand how to make display meaningful 5. Use variation in display	5	
			Elements of Display	1. Explain the elements of display 2. Understand factors that affect visual display 3. Identify colour, size and other attributes of the product that match the display 4. Arrange different types of display	5	
			Potential Places for Display	1. Understand potential places for product display 2. Arrange products in window display 3. Manage shelf according to the product 4. Explain the importance of product display 5. Understand and explain elements of planogram	5	
			Handling of Merchandise in Marketing and Promotional Campaigns	1. Use of different props in a retail store 2. Arrange fixtures in a proper manner 3. Arrange and display products in fixtures 4. Use different promotional tools for marketing 5. Dress mannequins in a proper way	5	
			Monitor Merchandise Delivery and Stock Records	1. Explain the meaning of inventory 2. Understand how to manage inventory in the store 3. Define different types of inventory management techniques 4. Use of computer software in inventory management 5. Understand benefits of good inventory management system	5	
	Theory	Monitor and manage store performance	Planning Department Objectives	1. Explain the importance of objectives in a retail department 2. Set department business objectives which are Simple, Measurable, Attainable, Realistic, Timebound (SMART) 3. Analyse and plan how to achieve department	3	5

			Monitoring Department Performance	<ol style="list-style-type: none"> 1. Explain the advantages of monitoring Department Performance 2. Demonstrate monitoring skills required by Departmental Manager 3. Monitor operations against defined targets of the department 4. Report factors influencing effectiveness of department performance outside scope of responsibility 	3	
			Effective Communication	<ol style="list-style-type: none"> 1. Understand the need for effective communication within the department and Store 2. Demonstrate skills required for effective communication 3. Explain Strategies to ensure effective communication with Internal & external stakeholders 	3	
			Encouraging Teamwork	<ol style="list-style-type: none"> 1. Explain the importance of teamwork 2. Understand how to be an effective team player 3. Explain impact of personal work objectives on achievement of team objectives 4. Importance of empowering team to take lead in their area of work 5. Benefits and ways of encouraging creativity and innovation with a team 6. Ways to effectively handle conflicts amongst team members 	3	
	Theory	Manage a budget	Preparation of Budget	<ol style="list-style-type: none"> 1. Understand the significance and benefits of Budgeting in operating business 2. Understand how to create a Budget 3. Understand Organizational guidelines and procedures for preparation of Budgets 4. Explain Factors, processes and trends that affect setting of Budgets 5. Explain limits of authority during the budget process 	7	
			Understanding Annual Business Planning Cycle	<ol style="list-style-type: none"> 1. Illustrate the business planning cycle 2. Explain components of an Annual Budget Plan 3. Define various steps involved in business planning 	7	
			Proposing a Realistic Budget	<ol style="list-style-type: none"> 1. Understand different components of a budget 2. Define budget financial statements 3. Illustrate the importance of budgeting 	7	

			Reviewing Your Budget Regularly	<ol style="list-style-type: none"> 1. Illustrate how to use your budget for performance measurement 2. Understand Organizational guidelines and procedures for revising Budgets 3. Gather information from implementation of the budget to assist in the preparation of future budgets. 	6	
	Practical	Retail Store Operations	NA	<ol style="list-style-type: none"> 1. Evaluate whether the place you plan to put the display is likely to fulfil the design brief. 	60	2
		Management		<ol style="list-style-type: none"> 2. Create new and effective ways of improving the visual effect of displays 3. Check that the quality of the products and customer service are maintained 4. Make recommendations to improve retail operations 5. Identify procedures to create a Budget 		
SKILL PAPER II						100 Marks
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Establish and satisfy customer needs	Identifying Customers' Needs	<ol style="list-style-type: none"> 1. Explain customers' need 2. Discuss the process of customers' need identification 3. Deal with the customers according to their requirements 4. Understand what customers want to compare with other retail stores 	6	
			Customer's Buying Decision	<ol style="list-style-type: none"> 1. Understand the customers' buying behaviour 2. Effect customers' buying decision 3. Manage store to attract customers 4. Find out signals of repeat purchase 	6	
			Providing Information and Advice to Customers	<ol style="list-style-type: none"> 1. Explain information that a customer wants 2. Demonstrate how to welcome customer in a retail store 3. Define how to please a customer 4. Learn how to advise customer regarding products 	6	
			Maintenance of Store and Personal Hygiene	<ol style="list-style-type: none"> 1. Understand significance of proper maintenance of store 2. Understand methods of using cleaning equipment 3. Recognise the importance of clean store 4. Perpetuate personal hygiene at work 	6	
			Customer Response	<ol style="list-style-type: none"> 1. Handle customers' objections 2. Demonstrate response-handling techniques 3. Take action to resolve customer's dissatisfaction 4. Develop good listening habits 	6	

	Theory	Communicate effectively with stakeholders	Maintaining and Developing Relationships with Stakeholders	<ol style="list-style-type: none"> 1. Describe stakeholders 2. Discuss how to maintain relationship with stakeholders 3. Focus on emotional intelligence 4. Explain the do's and don'ts of relationship with stakeholders 	4	
			Communication Guidelines	<ol style="list-style-type: none"> 1. Elaborate on how to create culture for healthy communication 2. Describe how to evaluate your own ability 3. Discuss the importance of appreciation 4. Create formal feedback mechanism 	4	
			Organisation Policies for Communication	<ol style="list-style-type: none"> 1. Define communication. 2. Explain different channels of communication. 3. Describe different policies of organisation to be followed for communication. 4. Explain joint working 	4	
	Theory	Develop individual retail service opportunities	Identification of New Clients	<ol style="list-style-type: none"> 1. Discuss ways of identifying new relevant clients 2. Illustrate how to build strong relationships with new Clients 	4	
			Targeting Potential Clients and Keeping Records	<ol style="list-style-type: none"> 1. Define the importance of customer profiling 2. Discuss techniques of approaching Potential Clients 3. Understand Identification of Target markets and Customer segments 4. Discuss importance and ways of recording and storing client data 5. Strategies for networking with Potential clients 	6	
			Following Company Policies to Develop Business Relations	<ol style="list-style-type: none"> 1. Understand company policies and procedures for building the client base 2. Illustrate parameters to measure customer service levels 3. Discuss Regular monitoring and measurement id performance against defined plans with respect to client development 	5	
			Customer Loyalty and Customer Service	<ol style="list-style-type: none"> 1. Describe customer loyalty and its benefits to the organisation 2. Discuss benefits and method for creating Loyalty schemes 3. Understanding the need and importance of effective customer service 4. Explain techniques to approach existing customers 	6	
			Maintaining Client Confidentially	<ol style="list-style-type: none"> 1. Understand why client confidentiality is important to business relationship 2. Discuss relevant aspects of the data protection laws and company policy to do client confidentiality 	5	

			Review of Individual and team Performance	1. Review current performance with agreed plans and correct in case of deviations 2. Report performance progress of self and team to manager with clear, accurate and timely data reports	5	
	Theory	Customer Experience Management	Innovation in Customer Experience Management	1. Customer Experience Innovation	2	
INTERNSHIP					120	4
Total					330	16

SEMESTER IV

GENERAL PAPER I					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credits
A	Theory	Personal Effectiveness / Personality Development	<ol style="list-style-type: none"> 1. Psychology and Success 2. Self-Awareness 3. Goals and Obstacles 4. Self Esteem 5. Positive Thinking 6. Self-Motivation 7. Managing your resources 	45	3
B	Theory	Analytical Skills & Negotiation Skills	<ol style="list-style-type: none"> 1. Introduction to Negotiation 2. Nature of Negotiation 3. Skills required for effective Negotiation 4. Role of negotiation in Sales 5. Powerful negotiation tactics 6. Meaning and Importance of Analytical Thinking 7. Various Approaches to build Analytical thinking 	45	3
GENERAL PAPER II					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credits
A	Theory	Project Management	<ol style="list-style-type: none"> 1. Need and importance of Project management 2. Basics of Project management 3. Elements of Project management 4. Project management tactics 	90	6
Total				180	12

SKILL PAPER I						100 Marks
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Provide leadership for your team	Setting of Team Objectives	<ol style="list-style-type: none"> 1. Explain ways to positively communicate the purpose and objectives of the store to all store team members 2. Explain Involvement of key store team members in planning how the team will achieve store business objectives 3. Understand the importance of empowering team members to take the lead 4. Explain the relationship between personal work objectives and store business objectives 	7.5	
			Effective Team Communication	<ol style="list-style-type: none"> 1. Explain the importance of effective team communication 2. Identify effective communication strategies to improve team building 3. List the ways to overcome communication gaps 4. Explain Role of Feedback in Team Communication 	7.5	
			Motivating and Monitoring Team	<ol style="list-style-type: none"> 1. List the ways to motivate and encourage the team members 2. List ways to encourage and recognize creativity and innovation within the team 3. Explain ways to provide team members with support and advice when needed 4. Monitor activities and progress of the without consistently 	7.5	
			Role of Leadership in Team Management	<ol style="list-style-type: none"> 1. Illustrate importance of leadership in driving performance 2. Discuss and demonstrate different styles of leadership 3. Explain pros and cons of different leadership styles 	7.5	
	Theory	Build and manage store team	Selecting Team and Setting Standards for Team	<ol style="list-style-type: none"> 1. Describe selection processes used for recruitment of team members 2. Understand the concept of team dynamics 3. Explain ways to identify expertise, knowledge, skills and attitudes of team members 4. Identify ways to set behavioural standards for team members 5. Explain methods for professional development of team members 	10	

			Encouraging Open Communication and Resolving Issues	1. Explain the importance of open communication 2. Understand relationship building through communication 3. Understand ways to manage and resolve conflict	10	2
			Regular Performance Review and Feedback	1. Explain the importance of feedback 2. Understand how to review performance of team members 3. Understand techniques of feedbacking 4. Know how to create value from feedback	10	
	Practical	Application of Leadership Principles	NA	1. Set performance objectives for the team members 2. Use effective communication strategies to improve team building 3. Demonstrate different ways to motivate and encourage the team members during challenging times 4. Exhibit hiring processes for recruitment of team members 5. Set behavioural standards for team members 6. Review performance of team members 7. Demonstrate techniques of providing Feedback to team members	60	

SKILL PAPER II

**100
Marks**

	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Allocate and check work in your team	Allocating Work within the Team	1. Explain the meaning of allocation of work 2. Describe various parameters for effective work allocation 3. Explain setting of performance standards for work allocation 4. Illustrate how to encourage team to build a two-way communication 5. Discuss ways to plan how the team will effectively carry out allocated tasks	5	
			Regular Monitoring of Work and Encouraging Improvements in the Quality of Work	1. Describe ways to check the progress and quality of the work of team members against the standard or level of expected performance 2. Explain techniques for providing prompt and constructive feedback to the team. 3. Describe ways to encourage team to towards timely completion of work 4. Illustrate ways to handle team conflict and support team during unforeseen events 5. Describe the essence of team recognition	5	

			Monitoring Team Performance	<ol style="list-style-type: none"> 1. Define Performance Management and elements of Performance Management 2. Explain the need and importance of Performance Monitoring 3. Describe different steps to monitor performance of the team 4. Explain the different variants of performance appraisal 5. Illustrate the importance of feedback in Performance management 	5	4
	Theory	Work Effectively in a Retail Team	Plan and Organise Work Routine	<ol style="list-style-type: none"> 1. Understand how to plan and organise work activities 2. Illustrate key step to organise work routine 3. Examine ways to prioritise tasks for timely delivery 4. Learn how meetings serve as a planning and organization tool 	2.5	
			Effective Communication and Teamwork	<ol style="list-style-type: none"> 1. Give an overview of effective communication and its benefits 2. Explain the characteristics and effects of effective communication 3. Identify effective communication and effective teamwork 4. Learn the role of effective listening in communication 5. Demonstrate communication etiquette with male and female 	2.5	
			Following Personal Hygiene and Report Misbehaviour to Manager	<ol style="list-style-type: none"> 1. Discuss common dress code criteria for employees 2. Identify useful tips for maintaining personal hygiene 3. Know about displaying non-discriminatory attitude toward colleagues and customers 4. Explain how to report misbehaviour to manager 	2.5	
			Collaborating with Colleagues to Achieve Targets	<ol style="list-style-type: none"> 1. Explain how to work with colleagues to achieve targets 2. Recognise how to make commitments and share information with colleagues 3. Learn about seek clarification and advice from managers or colleagues 4. Elaborate how to help colleagues in facing challenges and resolve conflicts with colleagues 	2.5	
			Maintain Balance between Work and Personal Priorities	<ol style="list-style-type: none"> 1. Give an overview of work-life balance 2. Illustrate the steps to a work-life balance 3. Examine balance between work and personal priorities 4. Provide useful tips that can allow employees to maintain a healthy balance between home and workplace 	2.5	

			Developing Healthy Relationship with Colleagues	<ol style="list-style-type: none"> 1. Understand how to develop healthy relationship with colleagues 2. Explain common measures that can be adopted to develop healthy relationship with all co-workers 3. Make a list of characteristics of good, healthy working relationships 4. Discuss ways to build healthy relationships with colleagues 	2.5	
	Theory	Work effectively in your organisation	Achieving Organisational Goals through Teamwork	<ol style="list-style-type: none"> 1. Explain how to achieve organisational goals through teamwork 2. Examine how to improve teamwork in the organisation 3. Know about how to share work fairly with colleagues 4. Explain how productivity in the workplace is related to equal division of work 	3	
			Follow Organisational Guidelines and Work Related Instructions	<ol style="list-style-type: none"> 1. Give an overview of organisational behaviour policies for customer, colleagues and seniors 2. Explain key behavioural guidelines to be followed while interacting with colleagues 3. Make a list of some guidelines that should be followed while interacting with senior members in the organisation 4. Learn how to follow work related instructions 	3	
			Understanding and Working within Job Responsibility	<ol style="list-style-type: none"> 1. Describe working within job role and responsibilities 2. Discuss how to finish work according to requirements 3. Explain common reasons for not fulfilling requirements 4. Know about how to develop effective work habits 	3	
			Setting Realistic Targets and Flexible Work Plans	<ol style="list-style-type: none"> 1. Give an overview of realistic targets 2. List the major challenges to set realistic targets 3. Illustrate how to be flexible and adapt to work plans 4. Learn how to help subordinates to achieve targets 	3	
			Being Open to Feedback	<ol style="list-style-type: none"> 1. Explain importance of feedback in the workplace 2. Discuss constructive feedback 3. List the key factors that should be kept in mind while seeking assistance from a senior 4. Learn how feedback helps people find answers of vital questions 	3	
	Theory	Help maintain health and	Health, Safety, and Security Plans and Procedures	<ol style="list-style-type: none"> 1. Analyse health, safety, and security plans and procedures 2. Give an overview of key regulations and obligations for employers 3. Know about threat to workers and workplace 	3	

		safety	Lifting and Handling Goods Safely	<ol style="list-style-type: none"> 1. Give an overview on lifting and handling goods safely 2. Outline the guidelines that must be followed while lifting heavy loads 3. Explain common company guidelines for lifting and handling equipment 4. Learn about which aspects should be considered while planning safe movement of goods 	3	
			Understanding Hazards	<ol style="list-style-type: none"> 1. Identify hazards and different sources of workplace hazards 2. Explain the disadvantages of ignoring health and safety guidelines 3. Explain how to handle breaches in health and safety 	3	
			Reporting Safety Concerns and Emergency Medical Plan	<ol style="list-style-type: none"> 1. Identify health and safety concerns 2. Explain first aid and emergency medical plan 3. Make a list of common emergency medicines 4. Learn about safety gears 	3	
			Evacuation Plan and Measures to Enhance Employee Health	<ol style="list-style-type: none"> 1. Explain what 'emergency evacuation' means 2. Learn the concept of an evacuation plan and symbols used in an evacuation plan 3. Illustrate mock evacuation drills to help others during evacuation 4. Identify measures to enhance employee health 	3	
INTERNSHIP					300	10
Total					480	20

SEMESTER V

GENERAL PAPER I					100 Marks
Section	Component	Unit	Subunits	Durati on (Hours)	Credit
A	Theory	Leadership and Effective Communication	<ol style="list-style-type: none"> 1. Introduction to Leadership 2. Leadership Theories 3. Styles of Leadership 4. Values, Principles and Ethical Boundaries 5. Interacting in Teams and Groups 6. Empowering Others to Lead 7. Optimizing Leadership Effectiveness 	45	3
B	Theory	Human Resource Management	<ol style="list-style-type: none"> 1. Introduction to Human Resource Management (HRM) 2. Need and Importance of Human Resource Management (HRM) 3. HR Roles & Responsibilities 4. Meeting Competitive Challenges via HRM Practices 5. HR Planning, Recruitment and Selection 6. Learning and Development 7. Performance Management & Retention 8. Compensation and Benefits 9. Basics of Labor Relations 	45	3
GENERAL PAPER II					100 Marks
Section	Component	Unit	Subunits	Durati on (Hours)	Credits
A	Theory	Business Strategy and Financial Management	<ol style="list-style-type: none"> 1. Understand the concept of Business Strategy 2. Need and Importance of Business Strategy 3. Steps in Developing Business Strategy 4. Competition dynamics and its impact on Business Strategy 5. Principles of Financial management 6. Methods of Retail Accounting 7. Pricing Management 8. Accounts Reconciliation 9. Preparation of Financial Accounts, Profit & Loss Accounts 	90	6
Total				180	12

SKILL PAPER I						100 Marks
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Retail Store Operations and Sales	Management of Retail Store Operations	Understand Retail Store Management and its Value Chain	5	4
	Theory	Optimize inventory to ensure maximum availability of stocks and minimized losses	Define stock levels as per market trends and consumption	<ol style="list-style-type: none"> 1. Understand meaning and importance of Stock Control 2. Explain types of stock records such as : <ul style="list-style-type: none"> • Stock list, Bin card/ Store Card • Store requisition form • Delivery notes 3. Explain maintenance of stock levels as per norms such as average stock level, re-order level etc. 4. Explain Role of Inventory Budgets 5. Understand and implement the Inventory System of the store 6. Explain implementation of purchase procedures 	3.5	
			Monitor receipt and dispatch of goods	<ol style="list-style-type: none"> 1. Understand need and importance and method of recording and controlling : <ul style="list-style-type: none"> • Ageing of products • Vendor norms about stocks/return and damages • Credit period offered by vendors • Price cover policy offered by vendors 2. Explain reverse logistics policies of the organisation viz-a-viz vendors' policies 	3.5	
			Maintain stock records	<ol style="list-style-type: none"> 1. Understand and elaborate ways to record stocks accurately such as: <ul style="list-style-type: none"> • Stocks bought and sold • Costs during stock movements 2. Explain role of systems in ensuring effective maintenance of stock records 	3.5	
			Co-ordinate stock take/cyclical count	<ol style="list-style-type: none"> 1. Explain methods of Stock Control 2. Understand importance of effective Stock take process 3. Explain elements involved in Stock taking 4. Define steps involved in the Stock take process 5. Explain the role of data management in stock taking 	3.5	

				process such as: <ul style="list-style-type: none"> • recording and transmission of data • recording and re-checking of variances • Analysis of stock-take data as required by organisation 6. Describe safety procedures to ensure well-being of team involved in stock-take	
	Theory	Execute visual merchandising displays as per standards and guidelines	Ensure display of goods and merchandise to maximize store profitability and cost optimization	1. Explain the need and importance of Visual Merchandising standards and guidelines 2. Explain role of effective display of goods in enhancing store profitability and optimization of costs 3. Understand retail processes like stock rotation, adjacency principles, product display norms etc. 4. Develop effective relationship with vendor to ensure optimized space allocation and arrive at profitable revenue understanding as against space allocation	7
Ensure application of store policies and procedures with respect to visual merchandising			1. Describe elements for imparting training on : a. Planogram b. Organisation guidelines of store lay out c. Guidelines for promotional events d. Guidelines for display and promotion of products brand and category wise	4	
Liaison with vendors to ensure compliance with visual merchandising norms			1. Develop effective relationship with vendor to negotiate on spacing requirements of the store 2. Describe ways to negotiate with vendor to arrive at a profitable revenue understanding 3. Explain the need and importance of confirming vendors' compliance to visual merchandising guidelines	3	
	Theory	Implement promotions and special events at the store	Plan and ensure implementation of in-store promotions	1. Explain the need and importance for in-store promotions 2. Understand the role of Planning effective in-store promotions 3. Explain the elements for planning in-store promotions 4. List ways of effectively implementing in-store promotions	5
			Assess, record and report promotion effectiveness data	1. Understand the method for collection and preservation of promotion-related data for future analysis and working 2. Explain how to Implement organisational processes on collection and transmission of promotion related information and data 3. Describe methods to conduct analysis of data as required by head office	5

			Determine staff requirements and ensure sufficient manpower availability	1. Explain how to develop a manpower requirement and deployment plan to drive in –store promotions 2. Understand ways to orient the team on in-store promotions	4	
	Theory	Conduct price benchmarking and market study of competition	Collect and analyse market information to aid in creating appropriate product and pricing policies	1. Know and understand all policies related to collection of market data 2. Explain techniques of collection of market information to team members and train them in critical activities involving market study 3. Explain ways for collection of relevant data and analysis of the same to identify product line performance 4. Reporting of all analysis data to head office on the basis of collected market data	13	
	Practical	Retail Store Operations and Sales	NA	1. Compute stock levels 2. Monitor receipt and dispatch of goods 3. Maintain stock records 4. Undertake the stock take process	60	2
SKILL PAPER II						100 Marks
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Adhere to standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting	Ensure compliance to all store policies, vendor guidelines and statutory regulations	1. Explain the need and importance of team’s understanding on store policies 2. Describe ways to train and orient the team on Store policies and relevant legal & statutory compliances 3. Describe the importance of Store Audits in ensuring process efficiencies 4. Describe ways to conduct Store Audits 5. Understand aspects of legal, statutory compliances and regulations for the store environment	15	
			Ensure maintenance, timely submission and safe keeping of operational records	1. Explain the need and importance of team’s understanding on record keeping 2. Describe methods of accurate and error-free collection, preservation and transmission of data to the team 3. Explain the role of Audit in Data and Information management 4. Describe ways to conduct audit checks to ensure quality of data	15	

	Theory	Ensure overall safety, security and hygiene of the store	Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence	<ol style="list-style-type: none"> 1. Discuss the importance of reporting health and safety issues 2. Explain health, safety, and security plans and procedures to team members 3. Give an overview team member about key regulations and obligations for employers 4. Orient team members about threat to workers and workplace 5. Explain common company guidelines for lifting and handling equipment to team members 6. Describe the actual meaning of hazards and explain to team members techniques for handling hazardous substances 7. Explain to team members mechanism for report the health and safety concerns to the authorised person 	10	4
			Ensure implementation of store security procedures to minimize thefts and losses	<ol style="list-style-type: none"> 1. Understand the need and importance of complying to store security procedures 2. Understand the causes of store theft and losses and orient the team members on the subject 3. Describe ways of ensuring the security and safety of the store and train the team on the subject 4. Understand the importance of availability of trained staff in case of an emergency 5. Explain the ways of handling emergencies and train the team on the subject 6. Understand implementation of security measures in case of emergencies 7. Understand the importance and steps of conducting safety and security audits and checks 	10	
			Ensure implementation of security procedures with respect to monetary transactions	<ol style="list-style-type: none"> 1. Understand the need and importance of implementation of security procedures with respect to monetary transactions 2. Understand the importance of adhering to security procedures with respect to identification of authorities and implementation of financial processes 	10	
INTERNSHIP					120	4
Total					300	14

SEMESTER VI

GENERAL PAPER I					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credit
A	Theory	Marketing Management	<ol style="list-style-type: none"> 1. Marketing: Concept, Nature, Functions & Importance. 2. Selling Vs. Marketing 3. Marketing Environment: Nature, Types & Strategies To Deal With Internal And External (Micro And Macro) Marketing Environment. 4. Ethical and Social Responsibilities Of Marketing 5. Marketing Information System: Definition and Components. 6. Market Research: Definition Objective, Process & Significance 7. Market Segmentation: Concept, Importance, and Basis. Target Market Selection 8. Market Positioning: Concept & Importance 	90	6
GENERAL PAPER II					100 Marks
Section	Component	Unit	Subunits	Duration (Hours)	Credits
A	Theory	Business Ethics and Corporate Responsibility	<ol style="list-style-type: none"> 1. Corporate ethics: concept and evolution 2. Definition and nature of Business Ethics 3. Work Ethics and Code of Conduct 4. Ethics for managers and role and function of ethical managers 5. Profitability and ethics 6. Concept, definition and dimensions of Corporate Social Responsibility 7. Implementation and alignment of a corporate responsibility strategy 	45	3
B	Theory	Project Management	<ol style="list-style-type: none"> 1. Need and importance of Project management 2. Basics of Project management 3. Elements of Project management 4. Project management tactics 	45	3
Total				180	12

SKILL PAPER I						100 Marks
	Component	UNIT	SUBUNIT	Key Learning Outcomes	Duration (Hours)	Credit
	Theory	Lead and manage the team for developing store capability	Plan the staffing needs of the store	<ol style="list-style-type: none"> 1. Understand the meaning and significance of Recruitment 2. Explain the objectives of Recruitment in driving Store Operations 3. Understand the elements of manpower planning 4. Describe the process of recruitment and selection 5. Explain the sources of recruitment 6. Explain the parameters for fair and objective Recruitment and Selection 7. Describe the skills required for to conduct effective recruitment and selection 8. Describe various interviewing techniques used during the Recruitment process 	8.5	4
			Create a positive work environment for the store	<ol style="list-style-type: none"> 1. Understand meaning of Organizational Culture 2. Explain the significance of Organizational Culture in driving business performance 3. Describe the elements in managing work culture 4. Explain steps that managers can take to improve work culture 5. Describe ways for effectively driving Change Management 6. Explain the role of Performance Management in creating a strong work culture 	8	
			Train and develop store staff to improve individual and team performance	<ol style="list-style-type: none"> 1. Define Training and Development 2. Understand the role and significance of training and development in Store Operations 3. Describe the benefits of Training and Development 4. Explain the steps involved in Training & Development of Team Members 5. Explain the Skills required for effective Training delivery 6. Describe methods for Team Development 	8	

Theory	Manage Sales and Service Delivery to increase store profitability	Monitor operation of store equipment and facilitate maintenance of store upkeep	<ol style="list-style-type: none"> 1. Explain ways to ensure proper maintenance of Store and Store Equipment 2. Ensure team training on running and maintenance of store equipment's 3. Recognise and orient team on the importance of clean store 4. Understand and implement policies related to store upkeep and maintenance 5. Perpetuate personal hygiene at work 	5.5
		Identify repeat customers and build relationships with new and existing customers to generate footfall	<ol style="list-style-type: none"> 1. Understand the customers' buying behaviour and train team on this subject 2. Understand factors that affect customers' buying decision and train team on this subject 3. Explain ways to manage store to attract customers 4. Train team to find out signals of repeat purchase 5. Describe the importance of building effective customer relationships 6. Illustrate to the team importance of timely delivery of services to customers 7. List steps and orient team in assisting customers in difficult times 8. Discuss how to follow-up customers for services and feedback 9. Implement organisation policies to generate additional footfalls 	7
		Identify and implement ways to enhance sales and augment customer service	<ol style="list-style-type: none"> 1. Discuss the process of customers' need identification 2. Train the team on: <ol style="list-style-type: none"> a. How to deal with the customers according to their requirements b. Providing information that a customer wants c. Understanding what customers want to compare with other retail stores d. How to welcome customer in a retail store e. How to please a customer f. Learn how to advise customer regarding products 3. Train and work with team to implement Customer Satisfaction activities as required by organisation 4. Ensure collection of feedback from customers for further improvement of services 5. Ensure addressal of escalations on urgent basis and analyse the situation to prevent recurrence 	7

			Analyse overall store profitability and monitor the same against targets	<ol style="list-style-type: none"> 1. Understand the need for Store 2. Understand store sales target and plan for achieving the same 3. Communicate targets and plans to team and motivate team to achieve the same 4. Ensure requisite resources to be able to perform optimally 	6	
	Theory	People, Process and Profitability Management	People, Process and Profitability Management	<ol style="list-style-type: none"> 1. Develop Retail Store Strategy to increase Market share and Profitability 2. Technology in Retail 3. Customer Relationship Management 	15	1
	Practical	Profitability Management	NA	<ol style="list-style-type: none"> 1. Manpower planning and Training 2. Monitor smooth operation of equipment's and proper maintenance of store 3. Draft a plan for achieving targets 	60	2
INTERNSHIP					450	15
Total					585	22

