

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2024-2025

RETAIL (SUBJECT CODE - 801)

JOB ROLE: STORE OPERATIONS ASSISTANT

Class XI

COURSE OVERVIEW

A retailer is one who stocks the manufactured goods and is involved in the act of selling to the final customer or consumer, at a margin of profit. Retailing is the last link that connecting the individual consumer with the manufacturing and distribution chain. It adds value in terms of bulk breaking and providing a wide variety of goods and services to customers as per their needs.

The retail industry is divided into organised and unorganized sectors. Organised retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate- backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, like, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

Organised retail can be categorized by the type of products retailed as well as the by the different kind of retail formats. The major retail formats include Department store, Supermarkets, Hypermarket, Specialist Stores, Convenience Stores, and Kiosks. The various operations involved in store operation and management include Store Operations, Back end operations, Merchandising, Logistics and Distribution, Marketing, Procurement/Purchase, and Corporate Services.

After completion of this course the learner would be able to work as store operations assistant in organised retailing and may look after overall store operations. He/she can also motivate other co- workers and who assist customers in finding merchandise, introduce customers to new merchandise, and move the goods from racks to billing counters. He also serves internal and external customers in a retail environment with respect to product receiving, movement, storage and delivery. He needs to be physically fit to withstand working in a retail environment whilst being customer responsive towards service delivery.

OBJECTIVES OF THE COURSE:

In this course, the students will be introduced to the fundamental concepts of Retail Management and the career opportunities available in this field. This course provides an insight to the students regarding various issues associated with store operation, visual merchandising, merchandising, inventory management, retail sales etc. Class participation would be fundamental for the development of transferrable skills.

Followings are the main objectives of this course.

- To familiarize the students regarding various dimensions of retail management and career opportunities available in these fields.
- To develop practical understanding among the students associated with retailing through classroom discussion/ participation and projects.
- To develop transferrable skills among the students for managing retail operation efficiently so that they could be ready to join the retail industry.
- To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career for the growth.
- To provide brief insight about floor operation, product display, product handling, inventory management and retail sales.

SALIENT FEATURES:

- Retailing involves direct interaction among buyers and sellers.
- Across the world, the number of retail outlet is more than any other forms of the business. India is known as nation of the shop as there are more than 13 million retail outlets in the country.
- Retail business primarily deals with B to C market rather than B to B market. In retailing, sales volume is comparatively large in quantity but lesser in monetary value.
- Location and lay out design of the store are critical success factor for the growth of the store.
- Retail is very localized business and it is in transition phase; mergers, acquisition among the retail firms are taking place across the globe.
- Retailers are developing new business format. On line retailers are growing at very high pace and it is impacting the business of traditional store.

LIST OF EQUIPMENT AND MATERIALS:

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

Material Required for Store Operations Assistant

1. Shelves for Stacking Products
2. Shopping Cart
3. Signage Board Retail
4. Offer / Policy Signage
5. Big Poster (at POS) for offer related advertisement
6. Gondola
7. Products for display (Dummy Cameras and Mobiles)
8. Dangers
9. Coupons and Vouchers
10. Carry Bags
11. Physical Bill Copy
12. Bar Code Machine
13. Customer Feedback Form
14. Safety and security equipments on site-
 - Fire extinguisher
 - Security cameras
 - LCD screens
 - Safety sign boards
 - Personal protective equipments (PPE) like gloves, helmets, jackets, harness etc.
 - Locking systems
15. Housekeeping equipments on site
 - Vacuum cleaner
 - Mops
 - Cleaning chemicals
 - Cleaning Robots
 - Air purifiers
 - Filtering machines
 - Spill Absorbents
 - Termite treatment

Teaching/Training Aids:

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Flip Charts

CAREER OPPORTUNITIES:

Retail is the sector which provides huge career opportunities to all age group of people irrespective of qualification, gender, race and religion. Following career opportunities are available in this field. Students can make their career in any field based on their interest and suitability.

- Supply chain management
- Visual Merchandising
- Category Management
- Store operation
- Mall Management
- Inventory Management

VERTICAL MOBILITY:

At BBA/B.Com level, students may start their career as a business executive and they can reach at managerial level over the period of time. For the career progression, following career options are available in retail field.

- Retail sales executive
- Visual merchandising executive
- Retail account executive
- Store operation executive
- Executive (Logistics and supply chain).
- Executive (Inventory management)

CURRICULUM:

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skills subject along with other subjects.

RETAIL - XI (SUBJECT CODE - 801)

Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-III	13	2
	Unit 2 : Self-Management Skills-III	07	2
	Unit 3 : ICT Skills-III	13	2
	Unit 4 : Entrepreneurial Skills-III	10	2
	Unit 5 : Green Skills-III	07	2
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1: Fundamentals of Retailing	23	7
	Unit 2: Process of Credit Application	22	7
	Unit 3: Mechanism for Customers to Choose Right Products	25	11
	Unit 4: Specialist Support to Customers	25	13
	Unit 5: Health and Safety Management	25	12
	Total	120	50
Part C	Practical Work		
	Project	90	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		10
	Total	90	40
	GRAND TOTAL	260	100

DETAILED CURRICULUM/TOPICS:**Part-A: EMPLOYABILITY SKILLS**

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-III	13
2.	Unit 2: Self-management Skills-III	07
3.	Unit 3: Information and Communication Technology Skills-III	13
4.	Unit 4: Entrepreneurial Skills-III	10
5.	Unit 5: Green Skills-III	07
TOTAL DURATION		50

Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

Part-B – SUBJECT SPECIFIC SKILLS (Class - XI)

S. No.	Units	Duration in Hours
1.	Unit 1: Fundamentals of Retailing	23
2.	Unit 2: Process of Credit Application	22
3.	Unit 3: Mechanism for Customers to Choose Right Products	25
4.	Unit 4: Specialist Support to Customers	25
5.	Unit 5: Health and Safety Management	25
TOTAL DURATION		120

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
1. Fundamentals of Retailing	1.1 Basics of Retailing	Session 1: <ul style="list-style-type: none"> • Meaning and significance of retail business • Organized and unorganized retailing • Different types of retail business • Functions of Retailer
	1.2 Sales Associate Services to Customers	Session 2: <ul style="list-style-type: none"> • Concept of Customer • Difference between Customer and Consumer • Concept of Customer Service • The 4 P's of Customer Service • Customer satisfaction and its importance
	1.3 Skills for Handling Retail Business	Session 3: <ul style="list-style-type: none"> • Meaning of Skill • Essentials of Skill Development • Skills for Sales Associate
	1.4 Duties and Responsibilities of Sales-Associate	Session 4: <ul style="list-style-type: none"> • Duties and Responsibilities of Sales-Associate • Special activities of Customer Service Associate
	ACTIVITY	<ul style="list-style-type: none"> • A field visit to learn the skills for handling retail business. • Demonstrate the duties of a sales associate in a retail store. • Perform the responsibilities of a sales associate in a retail store. (ROLEPLAY)
2. Process of Credit Application	2.1 Features and conditions of Credit Sales	Session 1: E- Retailing Logistics <ul style="list-style-type: none"> • Explain the meaning, advantages and shortcomings of e-retailing • Identify relevance of e-retailing resources, information & communication technology • Identify success factors for e-retailing
	2.2 Credit Checks and Getting Authorisation	Session 2: <ul style="list-style-type: none"> • Understanding the Features and conditions for credit sales • Characteristics of Credit Sales • Definition of Retail Credit facility and structure of credit agreement. • Essential elements of contract of sale • Differentiate between Condition and Warranty
	2.3 Processing Credit Requisitions	Session 3: <ul style="list-style-type: none"> • Discussion on credit requisition • Identify the various process of credit facilities to customers

	2.4 Techniques for Determining Credit Worthiness	Session 4: <ul style="list-style-type: none"> Apprise the concept of Creditworthiness Identify methods to check the Creditworthiness Discuss the techniques of Creditworthiness
	ACTIVITY	<ul style="list-style-type: none"> A role-play to learn the process of credit sales in retail business. Make a presentation on checking the creditworthiness of a borrower. Demonstrate the knowledge of techniques used for determining credit worthiness of customers.
UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
3. Mechanism for Customers to Choose Right Products	3.1 Methods of Selling	Session 1: <ul style="list-style-type: none"> Understanding the various methods of Selling. Meaning, Needs and Procedure for arrangements of Products
	3.2 Sales Promotional Activities	Session 2: <ul style="list-style-type: none"> Understanding the Sales promotional activities. Objectives of sales Promotion Sales Promotion Techniques Acquire knowledge of the nature of product
	3.3 Responding to Questions and Comments	Session 3: <ul style="list-style-type: none"> Logical questions with Customers Dealing with different types of Customers
	3.4 Techniques of Closing a Sale	Session 4: <ul style="list-style-type: none"> Factors influencing the closing of Sales Techniques of closing a Sale
	ACTIVITY	<ul style="list-style-type: none"> Prepare a chart on different methods of selling in different retail formats. Demonstrate the proper checking of the product packaging.
4. Specialist Support to Customers	4.1 Providing Product Information	Session 1: <ul style="list-style-type: none"> Meaning and features of a Product Need for product information Ways of providing product information
	4.2 Techniques to Encourage Customers to Buy Products	Session 2: <ul style="list-style-type: none"> Meaning of Customer Motivation Ways to motivate customers to buy Customer Service Policy
	4.3 Provide Personalised Service	Session 3: <ul style="list-style-type: none"> Customer Service Standards Customized Sales Support Steps involved in Personalised sales support

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	4.4 Post sales Service Support	Session 4: <ul style="list-style-type: none"> • Meaning and Types of Post sales service support • Discussion on Customer Data • Protection of Customer Data • Types of promises to customers.
	ACTIVITY	<ul style="list-style-type: none"> • Demonstrate the various techniques for closing a sale. • Identify the types and techniques of closing sales.
5. Health and Safety Management	5.1 Health and Safety Requirements	Session 1: <ul style="list-style-type: none"> • Understanding the meaning of health and safety • Health and safety requirements laid by the retailer and the Law.
	5.2 Equipments and Materials	Session 2: <ul style="list-style-type: none"> • Types of potential risks at Retail store • Equipment used for health and safety in stores • Dealing with risks at retail outlets.
	5.3 Dealing with Accidents and Emergencies	Session 3: <ul style="list-style-type: none"> • Reasons for accidents in Retail store • Meaning of Emergency • Emergency Action Plan
	5.4 Reporting Accidents and Emergencies	Session 4: <ul style="list-style-type: none"> • Meaning of Reporting • Legal Policies and Procedures for Retailers • System of reporting in emergency and accidents.
	ACTIVITY	<ul style="list-style-type: none"> • Perform the role-play on need for motivating customers to buy products in a given condition. • Classify the policies for providing information to the customers.