

Syllabus for Business Entrepreneur (Retail)

Course Name	Business Entrepreneur (Retail)
Sector	Retail
Course Code	RET/2024/BUEN/354
Level	4
Occupation	Business Entrepreneur (Retail)
Job Description	Business Entrepreneur (Retail) is responsible for developing and executing a strategic vision for business success. Leveraging the expertise in retail operations, market analysis and consumer trends. The role involves overseeing day-to-day operations, implementing effective inventory management strategies, market analysis, and financial management
Course Duration	Total Duration Min 360 Hrs; Max 420 Hrs [T-Min 120 Hrs, Max 150 Hrs, P- Min 120 Hrs, Max 150 Hrs, OJT-60 and ES-60]
Trainees' Entry Qualification	<ul style="list-style-type: none"> • Grade 12 – Regular OR Vocational with 3 yr relevant experience OR • 10th grade pass plus 2-year NTC/NAC with 3 yr relevant experience OR • 3-year diploma (after 10th) with 3 yr relevant experience OR • Previous relevant Qualification of NSQF Level 3.0 / 3.5 with minimum education as 8th Grade pass with 3 year relevant experience
Trainers Qualification	Bachelor/Master Degree in Marketing Management from AICTE/UGC recognized university with at least two years/1 year experience in relevant field. OR Three Years Diploma in Marketing Management from a recognized board of education with 3 years' experience in relevant field

Different Combination in which course may be offered

Course Name	Course Code	Course Duration	Full Marks
Business Entrepreneur (Retail)	RET/2024/BUEN/354	360 Hours	1000
Business Entrepreneur (Retail) [with Optional: Market expansion]	RET/2024/BUEN/354 [with Optional RET/3206/OC7]	420 Hours	1100

Structure of Course:

Module No.	Module name	Outcome	Compulsory/ Elective / Optional	Theory (Hrs)	Practical (Hrs)	OJT (Hrs.)	Total (Hrs)
1.	Business planning	Create comprehensive business plans, outlining goals, strategies, financial projections and operational frameworks	Compulsory	10	20		30
2	Market survey and analysis	Conduct market surveys of customers and channel members for existing and new products	Compulsory	10	20		30
3	Sales and customer service	Manage sales processes while delivering customer service, and continuously improving customer interactions	Compulsory	10	20		30
4	Networking	Contribute significantly through teamwork in the retail industry and organizations	Compulsory	10	20		30
5	Financial Management, Basic Accounting and Taxation	Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.	Compulsory	10	20		30
6	Inventory management	Implement effective inventory management strategies to optimize stock levels, minimize overstock and enhance overall supply chain efficiency.	Compulsory	10	20		30
7	Entrepreneurship Development Programme (MEP/2023/END P/258)	Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.	Compulsory	60	-	-	60
8	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	Compulsory	-	-	60	60
9	Employability Skill	As per guided curriculum	Compulsory	60	-	-	60
10	Market expansion	Explore opportunities for opening new outlets in targeted locations to expand market reach and increase the retailers presence	Optional	30	30		60
TOTAL:				Min 180 hrs Max 210 hrs	Min 120 hrs Max 150 hrs	60 hrs	Min 360 hrs Max 420 hrs

SYLLABUS:**Module 1: Business planning**

Outcome: Create comprehensive business plans, outlining goals, strategies, financial projections and operational frameworks

Theory Content:

- Brief overview of the business, its mission, vision, and key objectives.
- Information about the nature of the business, its products or services, and the industry it operates in.
- Identification of the target market, industry trends, and analysis of competitors.
- Overview of the organizational structure, key team members, and their roles.
- Detailed description of offerings, their features, and benefits.
- Promoting and selling products or services.
- Forecasting of financial performance, including income statements, balance sheets, and cash flow.
- Details on day-to-day operations, including production, logistics, and facilities.
- Identification and evaluation of potential risks that may affect the business.
- Sequential plan outlining the timeline for executing various aspects of the business plan.
- Establish metrics and key performance indicators (KPIs) for tracking progress.

Practical Content:

- Explain the entire business plan, highlighting crucial points for quick understanding.
- Describe the unique selling propositions and competitive advantages of the business.
- Conduct market research, SWOT analysis, and identify opportunities and threats.
- Specify product/service details, pricing, and positioning in the market.
- Develop detailed financial projections based on realistic assumptions and market trends.
- Identify the amount of funding required and the purpose, whether through loans, investments, or other means.
- Provide the operational plan on how the business will function, covering processes, technology and resources
- Develop risk mitigation strategies and contingency plans.
- Describe a system for regular monitoring and evaluation of the business plan's implementation.

Module 2: Market survey and analysis

Outcome: Conduct market surveys of customers and channel members for existing and new products

Theory content:

- Define the objectives of the market survey, whether it's to gather insights on customer satisfaction, identify potential product improvements, or assess the feasibility of launching a new product.
- Designing effective surveys involves crafting well-structured questions, selecting appropriate survey methods (online, telephone, in-person), and ensuring a representative sample.

- Recognize the diversity within the customer base and channel members, segmenting them based on demographics, behaviors, and preferences.
- Understand how customers perceive existing products and the positioning of the brand in the market.
- Encourage honest and constructive feedback from customers and channel members to uncover areas for improvement and innovation.
- Assess the strengths and weaknesses of competitors in the market to identify opportunities for differentiation.

Case studies of

1. **HUL new product**
2. **Godrej consumer product analysis**
3. **Johnson & Johnson distribution strategy**

Practical content:

- Develop specific goals for the market survey, such as understanding customer preferences, evaluating competitors, or identifying market gaps.
- Create a survey instrument with a mix of open-ended and closed-ended questions, choose the survey distribution method, and define the target audience for accurate representation.
- Identify key customer segments and tailor survey questions to gather insights specific to each segment.
- Include questions in the survey to gauge brand perception, identify strengths and weaknesses, and gather insights on how the products are positioned compared to competitors.
- Develop questions that elicit specific feedback on product features, quality, pricing, and overall satisfaction.
- Include questions in the survey that inquire about competitor preferences and factors influencing customers' choices.

Case studies of

1. **HUL new product**
2. **Godrej consumer product analysis**
3. **Johnson & Johnson distribution strategy**

Module 3: Sales and customer service

Outcome: Manage sales processes while delivering customer service, and continuously improving customer interactions

Theory Content:

Understanding Sales

- Overview of the importance of sales and customer service in business.
- Definition of sales, its significance, and types.
- The difference between cash and credit sales.

Sales Transaction Procedures

- Step-by-step procedure for conducting a selling transaction.
- Importance of personalized services to customers.

- Techniques for selecting the right product for customers based on their needs.
- Strategies for effectively managing and resolving customer concerns and objections.

Sales Techniques and Negotiation

- The role of bargaining and negotiation in sales.
- Techniques and strategies for effective bargaining and negotiation.
- Verifying and processing credit applications from customers
- Responding to customer inquiries via telephone and email.

Delivery and Product Preparation

- Ensuring and confirming the delivery of goods to customers.
- The importance of post-sales service support to customers.
- Strategies for improving customer relationships and loyalty.

Feedback and Continuous Improvement

- Collecting and analyzing feedback from customers.

Practical Content:

- Conducting practical sales transactions with role-playing scenarios.
- Peer evaluations and feedback.
- Practical exercises in managing and resolving customer concerns and objections.
- Feedback and improvement discussions.
- Hands-on negotiation exercises with peers.
- Evaluating negotiation outcomes and strategies.
- Role-play simulations for processing credit applications.
- Responding to customer inquiries through practical scenarios.
- Practical exercises in product preparation and ensuring timely delivery.
- Practical exercises in collecting and analyzing feedback from customers.

Module 4: Networking

Outcome:Contribute significantly through teamwork in the retail industry and organizations

Theory Content:

- Teamwork in Retail and Organizations
- Understanding the significance of teamwork in the retail industry and organizations.
- Exploring the benefits of effective teamwork.
- Techniques for allocating tasks and responsibilities within a retail team.

- Methods for monitoring and checking the progress of team tasks
- Case studies on successful teamwork in retail.
- Techniques for aligning team efforts with organizational goals.
- Strategies for projecting a positive image of oneself and the organization to customers.
- Dress Code of organisation
- Understanding Customer Needs and Behaviour
- Identifying potential customers and their buying behaviours. Exploring the factors that influence customer buying behaviour.
- Techniques for providing guidance and support to customers in making informed purchase decisions.
- Maximizing sales through product knowledge and recommendations.
- Learning the art of product demonstration, including usage, features, and benefits.
- Identifying and anticipating customer needs.
- Handling challenging customer situations and complaints

Practical Content:

- Hands-on teamwork activities and projects with role-play scenarios in a retail setting.
- Practical exercises for projecting a positive image during customer interactions.
- Real-world scenarios and role-plays for identifying and satisfying customer needs.
- Handling customer inquiries and concerns professionally
- Practical exercises in helping customers choose the right products.
- Hands-on exercises in effective customer communication.
- Handling challenging customer situations in a controlled environment.
- Practical product demonstration sessions.

Module 5: Financial Management, Basic Accounting and Taxation

Outcome: Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards

Theory Content:

Cash Transactions and Recording:

- Identification and recording of cash transactions in appropriate books of accounts.
- Differentiate between various forms of payments (cash, card, UPI).

Key Concepts in Accounting:

- Definitions and significance of invoices, cash receipts, vouchers, and cash memos.
- Process of generating cash memos and other cash-related documents.

Payment Processing:

- Processing payments following standard procedures and organizational guidelines.
- Handling returns, refunds, and exchanges by customers.

Cash Account Management:

- Balancing the cash account and checking daily cash balances.
- Introduction to e-payment concepts, debit and credit cards, UPI, and mobile applications.

Basic Accounting:

- Definitions and explanations of terms such as event, transaction, account, capital, asset, liabilities, income, expenses, profit, loss, cost, and vouchers.
- Rules of debit and credit for revenue, expenses, assets, and liabilities.
- Understanding sources of documents (invoice, cash memo, cheque).
- Preparation of vouchers, with examples.

Books of Accounts:

- Introduction to journal, ledger, cash book (single column, double column), and petty cash book.
- Preparation and recording in these books.

Introduction to GST and Taxation:

- Knowledge of GST concepts, applicability, exemptions, SGST, CGST, and IGST
- Introduction to input tax, output tax, TCS, and TDS, including rates and compliance.

Practical Content:

- Hands-on practice in identifying and recording various cash transactions.
- Simulation of different payment methods (cash, card, UPI).
- Practical experience with e-payment methods, debit/credit cards, UPI, and mobile applications.
- Practical exercises in generating cash memos and related documents.
- Processing payments following standard procedures.
- Role-play scenarios for effectively managing returns, refunds, and exchanges.
- Balancing cash accounts and checking daily cash balances.
- Using accounting software or manual methods, record various financial transactions.
- Practice preparing invoices, receipts, and vouchers.

- Hands-on practice in maintaining journals and ledgers.
- Accurate posting from journals to ledgers.
- Practical exercises with single-column, double-column cash books.
- Preparation of bank reconciliation statements.
- Practical application of GST concepts, including calculations and compliance

Module 6: Inventory management

Outcome: Implement effective inventory management strategies to optimize stock levels, minimize overstock and enhance overall supply chain efficiency.

Theory Content:

- Utilize historical data, market trends and predictive analytics to forecast demand accurately.
- Collaborate with sales and marketing teams to gather insights on promotions, seasonal variations and market changes.
- Categorize products into A, B, and C classes based on their importance and value.
- Determine optimal safety stock levels to mitigate the impact of unexpected demand fluctuations or supply chain disruptions.
- Foster strong relationships with suppliers to ensure timely deliveries and better collaboration.
- Implement Just-In-Time (JIT) inventory systems with reliable suppliers to reduce excess inventory.
- Monitor inventory turnover rates to understand how quickly products move through the supply chain.

Practical Content:

- Implement inventory management software to automate processes, track stock levels in real-time, and generate accurate reports.
- Conduct regular physical audits and cycle counts to ensure the accuracy of inventory records.
- Identify and rectify discrepancies promptly to maintain data integrity.
- Collaborate with key partners in the supply chain for shared demand forecasting and planning.
- Utilize data analytics tools to analyze historical data, identify trends, and make informed decisions.
- Establish a culture of continuous improvement, regularly reviewing and optimizing inventory management processes.

Module 7: Market expansion (Optional)

Outcome: Explore opportunities for opening new outlets in targeted locations to expand market reach and increase the retailers' presence

Theory Content:

- Conduct thorough market research to identify locations with growing population and favorable demographics.
- Analyze consumer behavior, purchasing power and competition in the targeted areas.
- Evaluate the accessibility, visibility and proximity to complementary businesses in the potential locations.
- Utilize geographic information system (GIS) data and demographic information to identify areas with a high concentration of the target customer base.
- Conduct surveys or focus groups to understand the preferences and shopping habits of potential customers in the targeted locations.
- Assess the existing competition in the area and identify gaps in the market that the new outlet can fill.
- Analyze consumer trends, seasonal demand fluctuations and emerging market opportunities in the targeted locations.
- Developing Strategies for Successful Expansion viz. Brand positioning, Local partnerships, Seamless operations, Marketing campaigns

Practical Content:

- Gather data on population growth, income levels and consumer behavior in potential locations.
- Use tools such as census data, market reports and industry publications to identify areas with growth potential.
- Evaluate the infrastructure, accessibility and competitive landscape of potential locations.
- Consider factors such as parking availability, public transportation access and neighboring businesses.
- Design and conduct surveys to gather insights into the preferences and shopping behavior of potential customers in the targeted locations.
- Analyze the strengths and weaknesses of existing competitors in the targeted locations.
- Identify opportunities to differentiate the new outlets and offer unique value propositions to the local customer base.
- Monitor industry trends, consumer preferences and macroeconomic indicators to anticipate market demand in the targeted locations
- Develop tailored marketing and product strategies that align with the cultural and purchasing preferences of the local customer base
- Identify potential local partners, influencers, or community organizations to collaborate with for promotional activities and brand awareness
- Develop operational plans that ensure a smooth integration of the new outlets into the existing business infrastructure.
- Create targeted marketing campaigns that leverage digital channels, local advertising mediums and community engagement activities to drive awareness and foot traffic to the new outlets.

Module 8:Entrepreneurship Development Programme
(MEP/2023/ENDP/258)

Outcome:Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.

Part	Module Name	Occupation Standard	Topics	Duration
A	Entrepreneurial Business Development	Develop business plan covering practical entrepreneurship aspects	• Business plan development	4 hrs
			• Practical aspect of Entrepreneurship	4 hrs

Part	Module Name	Occupation Standard	Topics	Duration
	and Challenges	and real challenges.	• Case studies on real challenges	4 hrs
B	Product Innovation and Strategic Management	Identify, develop and manage Product	• Product Identification Development and Management.	4 hrs
			• Management and Marketing strategic	4 hrs
C	Entrepreneurial Financial Management and Risk Mitigation Strategies	Demonstrate financial management with credit linkage strategies, risk mitigation techniques and government schemes	• Credit Linkage and Government's Schemes and DPR Templates.	4 hrs
			• Risk Management	4 hrs
D	Legal Compliance, Business Policies	Explore legal compliance, business policies, and essential small business management skills	• Statutory compliances and legal polices.	4 hrs
			• Business Management.	4 hrs
E	Computer Awareness	Develop Computer Skill with hardware and Application	• Computer Awareness: Hardware	3 hrs
			• Computer Applications	5 hrs
F	E-Commerce	Perform online business with digital marketing, logistics, and legal considerations	• E-Commerce	4 hrs
		Practice		12 hrs

Part A

A.1 BUSINESS PLAN DEVELOPMENT -- MEANING OF BUSINESS PLAN, CONTENT & FORMULATION, BUSINESS EXECUTIVE SUMMARY

4 hrs

CONTENT & FORMULATION:-2 hrs

- General Information (Biodata of Promoter, Industry Profile, Constitution & Organization, Product Details)
- Project Description (Site, Physical Infrastructure, Utilities, Pollution Control, Communication System, Transport Facilities, Production Process, Machinery & Equipment, Capacity of the Plant, Technology Selected & Research & Development)
- Marketing Potential (Demand & Supply Position, Expected Price, Marketing Strategy, After-Sales-Service, Transportation)
- Capital Cost & Sources of Finance
- Assessment of Working Capital Requirements
- Other Financial Aspects (Profit & Loss Account, Balance Sheet, Cash Flow Statement)
- Economic & Social Variables
- Project Implementation

(15 minutes for each of the 8 no of sub-sections)

BUSINESS EXECUTIVE SUMMARY

2 hrs

Structure includes

- | | |
|---|------------|
| ❖ Name, Address, Logo | 10 minutes |
| ❖ Product Specification | 15 minutes |
| ❖ Choice of Field – justification, USP of Product | 25 minutes |
| ❖ Why the Team? | 15 minutes |

❖ SWOT Analysis of Product	20 minutes
❖ Financial Analysis and Source of Funds	20 minutes
❖ Team Specification	15 minutes

NOTE: - For a 4 hr session the components of Business Plan may be discussed in brief with a focus on Business Executive Summary

A.2 PRACTICAL ASPECTS OF ENTREPRENEURSHIP -- 4 hrs

Assess your idea - think of Customer Validation -Building Prototype & Testing its Marketability, Know your Competitors	75 minutes
Register the business	45 minutes
Apply for Incubator Programme	20 minutes
Nail your brand	15 minutes
Evaluate risk - Do basic Cash Flow	30 minutes
Take modest calculated risk	45 minutes
Plan ahead & keep it lean	15 minutes
If you want money ask for advice	15 minutes
➤ Get financed	
➤ Think about co-founders	
➤ Get started	
➤ Once started never look back	

A.3 REAL CHALLENGES & CASE STUDIES ON REAL CHALLENGES

4 Hrs

Real Challenges(especially for small entrepreneurs) :		2 hrs	
	Problem of funds for necessary capital requirements	20 minutes	
	Developing Product Line through Innovation & Technological Upgradation	20 minutes	
	Time management	20 minutes	
	Lack of Managerial Skills	20 minutes	
	Cash Flow Management	20 minutes	
Case Studies On Real Challenges :		2 hrs	
	CASE 1: Proprietor : Ms Tumpa Das . Name of the Company : Printoid	30 minutes	
	CASE 2 : Proprietor : Ms Setu Mondal (N. 24 Pgs) Masala, Pickle Mfg Unit (Credit Linked under MSME)	30 minutes	
	CASE 3 : Proprietor : Ms Barnali Biswas (Nadia) Beauty Parlour	30 minutes	
	CASE 4 : Mrs Laboni Mondal (South 24 Pgs) Flower Bouquet	30 minutes	

B.1: Product Identification, Development and Management

Duration 4 hrs

Session Outcome:

- Participants will be able to identify viable product ideas
- Conduct comprehensive market research, including data collection and applying that data in product development
- Apply techniques for idea generation and validation
- Develop products (from idea to launch of the product)
- Apply ideas of product management

- **Product Identification –**

(1 hour 15 minutes)

- * Introduction to the concept of Product Identification (10 minutes)

- * Importance of Product Identification (10 minutes)

- * Generation of Business Ideas (25 minutes)

- Concept of Business ideas

- Sources of Business ideas

- Techniques of generating business ideas

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- Evaluating the feasibility and viability of business ideas / the concept of feasibility analysis

- SWOT Analysis for idea screening

- * Market Needs (15 minutes)

- Identifying the target audience

- Conducting market research

- Analyzing competitors

- Identifying gaps and opportunities in the market

- * Validation of Business Idea (15 minutes)

- Market validation techniques

- Minimum Viable Product (MVP) concept

- Feedback collection and iteration

- **Product Development –**

(1 Hour 30 minutes)

- * Concept of product development (10 minutes)

- * Types of product (20 minutes)

- New to the company

- Improvement of existing product

- Extension of product line,

- New to the market.

- * Stages of Product Development

(30 minutes)

- Ideation

- Validation

- Prototyping

- Marketing

- Development

- Launch

- Improvement

- * Role of Prototyping (15 minutes)

- * Importance of Branding (15 minutes)

- Product Management (30minutes)
 - *Concept of Product Management (10 Minutes)
 - *5P's of Product Management (10minutes)
 - Perspective
 - Prioritization
 - Persistence
 - Presentation
 - Passion
 - *Product lifecycle stages (10minutes)
 - Introduction
 - Growth
 - Maturity
 - Decline
- Practical Content: (45minutes)

Participants may

 - *Identify a current business idea, describe it, and perform its SWOT Analysis
 - *Conduct a feasibility analysis
 - *Choose a product and conduct a competitive analysis, including identifying competitors, their strengths, weaknesses, and market positioning
 - *Outline the stages of product development process for a specific product
 - *Propose a testing plan for a product prototype-

B.2: Management and Marketing Strategies

Total Time—4 Hours

Session Outcome:

Participants will be able to

- Segment the market using various bases of segmentation
- Compare and contrast various pricing strategies to determine their application in different market scenario.
- Select the right distribution channels for their products based on business objectives and target audience
- Effectively use different promotion mix elements to reach their target audience.
- Explore branding, digital marketing and customer acquisition.

Introduction to Management and Marketing Strategies (15minutes)

- Significance of Marketing Strategies
- Link between Product Management and Marketing

Importance of Effective Communication in Marketing (15minutes)

- Types of communication
- 7C's of communication (clear, correct, complete, concrete, concise, coherent, courteous)
- Barriers to effective communication

Creating a Value Proposition (15minutes)

- Concept of a unique value proposition
- Product Differentiation

-Benefits, features and emotional appeal

STP Analysis (Segmenting, Targeting and Positioning) (20 minutes)

-Importance of segmentation

-Segmenting the market (bases of segmentation)

-Targeting the market (targeting strategies)

-Positioning the product (bases of positioning)

Pricing Strategies (25 minutes)

-Pricing strategies (cost-based, demand based, competition based)

-Psychological pricing

-Pricing for market penetration, skimming and other market entry strategies

-Discounts and allowances

Building a Brand Identity (15 Minutes)

-The elements of a strong brand

-Creating a memorable brand identity

-Consistency in branding across channels

Distribution Channel Management (20 minutes)

-Identifying distribution channels

-Direct vs. Indirect channels

-Selecting right distribution channels for the product

-Channel management and partnership

Digital Marketing for Startups (15 minutes)

-The role of digital marketing in the modern business landscape

-Key digital marketing channels: social media, email marketing, content marketing and SEO

-Creating a digital marketing plan

Promotion and Marketing Communication (20 minutes)

-Marketing communication mix (advertising, personal selling, sales promotion, publicity, public relation, and direct marketing)

-Sales techniques and strategies

-Building and maintaining long term customer relationships

Customer Acquisition and Retention (15 minutes)

-Strategies for acquiring new customers

-Customer relationship management

-Customer retention and loyalty programs

.Marketing on a Budget (20 minutes)

-Cost-effective marketing strategies for startups

-Leveraging free or low-cost marketing tools and resources

-The power of word-of-mouth marketing

Practical Content: (45 minutes)

Participants may

* Create a STP strategy for a hypothetical startup

* Suggest a repositioning strategy for a product that is facing market challenges

***Discuss the pricing strategy of a chosen product**

* Recommend a distribution strategy for a product to be launched locally

* Develop a promotion plan for a product of their choice

Suggested Materials and Resources (to be chosen by the Trainer):

- Presentation slides
- Case studies and success stories
- Handouts and worksheets
- Whiteboard or flip charts
- Internet access for live demonstrations

Suggested Training Methodology (to be chosen to ensure active participation of the trainees)

***Interaction**

***Groupwork**

***Role Play**

***Game**

Part C**C.1 Credit Linkage****Duration:** (3hours)

1.	What is credit linkage?	(20 minutes)
2.	What is the meaning of bankable?	(20 minutes)
3.	Concept of feasibility and viability	(20 minutes)
4.	How to make a project bankable?	(20 minutes)
5.	Necessary input to make a project	(20 minutes)
5.1	Educational qualification	
5.2	Existing liability if any	
5.3	Family size (sustenance required per month)	
5.4	Type of activity to be undertaken	
5.5	Place available for the project	
5.6	Workforce required	
5.7	How activity is financed so far (for existing unit)	
5.8	Own fund involved (for existing) / fund available for new project	
6.	Interview cum appraisal	(20 minutes)
7.	Definition of working capital	(20 minutes)
7.1	Operating Cycle or Working Capital Cycle	
7.2	Current Assets	
7.3	Current Liabilities	
7.4	Working Capital Gap (WCG)	
7.5	Net Working Capital (NWC)	
7.6	Current Ratio	
8	Methodology for Assessment of Working Capital Requirement	(20 minutes)
8.1	Simplified Assessment	
8.2	Turnover Method	
8.3	Eligible Working Capital Limit Method (EWCL)	
8.4	Cash Budget Method	
9	Basic Financial Parameters	(20 minutes)
9.1	Liquidity	

9.2	Indebtedness	
9.3	Security	
9.4	Profitability	

C.2 Risk Management

Duration: (2 hours)

This session will introduce one to different types of business and financial risk. One will learn how these risks are measured and also gain an understanding of the goals and benefits of risk management. The skills that one will gain by the end of this course will enable one to manage risk in one's organization.

1. Risk Management

- 1.1 Concept of risk
- 1.2 Concept of risk management **(10 minutes)**

2. Understanding risk management

- 2.1 Methodically identifying the risks surrounding one's business activities.
- 2.2 Assessing the likelihood of an event occurring
- 2.3 Understanding how to respond to these events
- 2.4 Putting systems in place to deal with the consequences
- 2.5 Monitoring the effectiveness of one's risk management approaches and controls. **(10 minutes)**

3. Objectives of risk management **(10 minutes)**

4. How to develop a risk management plan **(35 minutes)**

5. Different types of risk: **(35 minutes)**

- 5.1 Liquidity risk
- 5.2 Market risk
- 5.3 Operational risk
- 5.4 Business risk
- 5.5 Credit risk
- 5.6 Legal risk
- 5.7 Cybersecurity risk
- 5.8 Inflation risk

6. Importance of risk management: **(20 minutes)**

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- 6.1 Improves decision-making, planning and prioritisation
- 6.2 Helps to allocate capital and resources more efficiently
- 6.3 Allows to anticipate what may go wrong and take steps accordingly

6.4 Significantly improve the probability that one will deliver the business plan on time and on budget

C.3 DPR Templates

Duration: (2.5 hours)

1	Meaning and Contents of DPR.	10minutes
2	Format of DPR	15minutes
3	DPR-Purpose	10minutes
4	Uses of DPR	10minutes
5	7 Steps for Preparation of Effective Project Report Format of DPR Templates.	15minutes
6	Format of DPR Templates	10minutes
7	Preparation of Project Report Templates-Preparation of Own Project Report.	10minutes
8	Role of Credit Linkage and Some Examples.	10minutes
9	Credit Risk and its present scenario- sharing the risk of nano-entrepreneurs faced in their real life.	10minutes
10	Benefits of Linkages	10minutes
11	Importance of Credit Linkage in Entrepreneurship Development	10minutes
12	Challenges in Developing Credit Linkage for Economic Activities (Real Life Experiences of Startups).	30minutes

C.4 Government Schemes

Duration: 30minutes

Different Sources of Fund for Start-up

Topic	Sub-topic
1. State Govt. Schemes	<ul style="list-style-type: none"> ➤ Smami Vivekanda Swanibhar Karmasanthan Prakaipa (SVSKP) ➤ West Bengal Swanirbhar Sahayak Prakaipa (WBSSP) ➤ Bhavisyat Credit Card ➤ WBMDFC Schemes
2. Central Govt. Schemes	<ul style="list-style-type: none"> ➤ Prime Minister's Employment Generation Program (PMEGP) ➤ Start-up Bengal (Start-up India) ➤ Swarojgar Credit Card ➤ Swarna Jayanti Shahari Rozgar Yojana (SJSR) ➤ Swarna Jayanti Gram Swarojgar Yojana ➤ National Handcapped Finance and Development Corporation ➤ Pradhan Mantri Mudra Yojana
3. Other Schemes (Schemes for specific categories)	<ul style="list-style-type: none"> ➤ NSFDC Term Loan ➤ NSFDC Laghu Vyasay Yojana ➤ NSFDC Mahila Samriddhi Yojana ➤ NSFDC Micro Credit Finance

Part D***D.1 Statutory Compliances And Legal Policies***

NOC from Local body	(10 Minutes)
Registration of business in DIC	(10 Minutes)
Statutory license or clearance	(10 Minutes)
Tax compliances	(60 Minutes)
Intellectual Property Rights (IPR):	(60 Minutes)
Trade Mark	
Copyright	
Geographical Indication	
Design	
Patent	
Trade secret	
Legal Policies:	(90 Minutes)
Partnership act, 1932	
LLP act, 2008	
Companies act, 2013	
Contract act, 1872	
Employee welfare legislation - provident fund & gratuity	
Kolkata municipal corporation act, 1980	
Transfer of property act, 1908	
Information technology act, 2000	

D.2 Business Management**UNIT-1 INTRODUCTION:****(30 Minutes)**

- Small business meaning.
- What is small business management?
- Why is small business management important?
- Functions of business management.

UNIT-2 ESSENTIAL SKILLS FOR RUNNING SMALL BUSINESS:**(45 Minutes)**

- Transparency and clear Communication.
- Attention to detail
- Time Management skill.
- Problem solving skill.
- Decision making skill.

UNIT-3 PEOPLE IN ORGANIZATION:**(45 Minutes)**

- Management and Leadership.
- Motivation in management.
- Human Resource Management.

UNIT-4 MARKETING MANAGEMENT:**(60 Minutes)**

- What is marketing?
- Marketing Research
- Marketing Mix - Product and Price
- Marketing Mix - Promotion and Place

UNIT-5 FINANCIAL MANAGEMENT:

(60 Minutes)

- Importance of financial management.
- Two basic concepts of financial management—obtaining funds and utilization of funds.
- Basic concept of financial statement—Balance Sheet, Cash Flow, Profit & Loss account.

Part E***E.1 Computer Awareness: Hardware*****Duration 3 hrs**

Overview of computer components and their roles: CPU, RAM, hard drives, motherboards, etc.
 Understanding input and output devices: keyboards, mice, monitors, printers, etc. Exploring storage technologies: hard disk drives (HDD), solid-state drives (SSD), etc.

Starting and Shutting down Windows (MS Windows 2007 or higher)
 Understanding device drivers and their role in hardware communication.

Installation and configuration of output devices like monitors, printers, scanner.

E.2 Computer Applications**E.2.1 MS Word****Duration 2 hrs****Introduction to Microsoft Word**

- Overview of Microsoft Word's Purpose and Features
- Navigating the User Interface: Ribbons, Tabs, and Menus
- Creating and Saving a New Document, Printing a document
- Using Keyboard Shortcuts for Efficiency

Basic Text Formatting

- Text Selection Techniques: Click, Drag, and Shift
- Font Formatting: Typeface, Size, Bold, Italics, Underline
- Paragraph Formatting: Alignment, Line Spacing, Indentation
- Applying Bullets and Numbering

Document Formatting and Styles

- Page Setup: Margins, Page Orientation, Page Size
- Adding Headers and Footers
- Introduction to Styles: Applying and Modifying
- Creating a Table of Contents using Styles

Tables and Columns

- Creating and Formatting Tables
- Adding and Deleting Rows and Columns
- Merging and Splitting Cells

Page Layout and Section Breaks

- Inserting Page Breaks and Section Breaks
- Customizing Headers and Footers for Different Sections

E.2.2 MS Excel**Duration 2 hrs****Introduction to Microsoft Excel**

- Overview of Excel's Role in Data Management
- Understanding Workbooks, Worksheets, and Cells
- Navigating the Excel Interface: Ribbons, Tabs, and Menus
- Creating and Saving a New Workbook, Printing a worksheet/selection of it.

Data Entry and Basic Formatting

- Inputting Data: Text, Numbers, Dates
- Introduction to Basic Formatting: Font, Alignment
- Applying Cell Borders and Background Colors
- Using AutoFill and Flash Fill Techniques

Basic Formulas and Functions

- Understanding Formulas and Functions
- Basic Arithmetic Operators (+, -, *, /)
- Introduction to SUM, AVERAGE, COUNT Functions
- Using AutoSum for Quick Totals

Sorting and Filtering Data

- Sorting Data in Ascending and Descending Order
- Applying Custom Sort Orders

E.2.3 Email**Duration 1 hr**

1. Opening an Email id. Send and receive email. Use of Inbox, spam, Trash.
2. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc. safely and securely.

Part F**F.1 E-Commerce****Duration – 4 hrs****1. Introduction to E-Commerce (20 Min)**

- a. Understanding the concept of e-commerce
- b. Historical background and evolution of online businesses
- c. Types of e-commerce models (B2B/B2C)

2. E-Commerce Infrastructure (40 Min)

- a. Setting up an online store
- b. Payment gateways and security
- c. E-commerce platforms and tools

3. Digital Marketing for E-Commerce (60 Min)

- a. Search Engine Optimization (SEO) for e-commerce
- b. Social media marketing and advertising
- c. Content marketing strategies

4. E-Commerce Strategies (20 Min)

- a. Customer relationship management (CRM)
- b. Creating compelling product listings
- c. Understanding consumer behaviour online
- 5. Logistics and Fulfilment (15 Min)**
 - a. Order processing and fulfilment
 - b. Inventory management
 - c. Shipping and delivery options
- 6. Legal and Ethical Aspects of E-Commerce (30 Min)**
 - a. E-commerce regulations and compliance
 - b. Privacy and security considerations
 - c. Ethical issues in e-commerce
- 7. Case Studies and Best Practices (30 Min)**
 - a. Analysing successful e-commerce businesses
 - b. Learning from real-world case studies
 - c. Best practices for sustainable e-commerce

Classroom Aids:

Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook

Tools, Equipment and Other Requirements: Miniature versions or simulated versions of different handloom machines. Both Dobby and Jacquard. Different Handloom products for demonstration, Aprons, hand-gloves, PPE kits, fabric thickness-gauge, GSM cutter, weighing balance, pick-glass, magnifying glass, laptop/desktop, graphic design software.

Module 9 : OJT

Outcome: Work in real job situation with special emphasis on basic safety and hazards in this domain

Practical Content:

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours**.)

Module 10 : Employability Skills (60 Hrs)**Key Learning Outcomes**

Introduction to Employability Skills
Hours

Duration: 1.5

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship
Hours

Duration: 1.5

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century

Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills

Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills

Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion

Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy

Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated

- applications and features, safely and securely
- 23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
- 24. Create sample word documents, excel sheets and presentations using basic features
- 25. utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 7 Hours

- 26. Explain the types of entrepreneurship and enterprises
- 27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
- 28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
- 29. Create a sample business plan, for the selected business opportunity

Customer Service

Duration: 5 Hours

- 30. Describe the significance of analyzing different types and needs of customers
- 31. Explain the significance of identifying customer needs and responding to them in a professional manner.
- 32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs

Duration: 8 Hours

- 33. Create a professional Curriculum Vitae (CV)
- 34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
- 35. Discuss the significance of maintaining hygiene and confidence during an interview
- 36. Perform a mock interview
- 37. List the steps for searching and registering for apprenticeship opportunities

Learning Outcome–Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	Create comprehensive business plans, outlining goals, strategies, financial projections and operational frameworks	<p>After completion of this module students will be able to:</p> <ul style="list-style-type: none"> 1.1 Make a presentation of the business's mission, vision, and key objectives. 1.2 Identify the target market and analysis of industry trends and competitors. 1.3 Define organizational structure with key team members and their roles clearly outlined. 1.4 Highlight features and benefits, and a clear strategy for promoting and selling products or services. 1.5 Forecast financial performance, including well-prepared income statements, balance sheets, and cash flow projections. 1.6 Describe day-to-day operations, covering production, logistics and facilities. 1.7 Execute various aspects of the business plan, coupled with established metrics and key performance indicators (KPIs) for tracking progress. 1.8 Demonstrate in-depth market research, SWOT analysis and identification of opportunities and threats.

Module No.	Outcome	AssessmentCriteria
		<p>1.9 Illustrate risk mitigation strategies and contingency plans to address potential challenges.</p> <p>1.10 Monitor and evaluate the business plan's implementation, with mechanisms for adjustments based on performance metrics.</p>
2	Conduct market surveys of customers and channel members for existing and new products	<p>After completion of this module students will be able to:</p> <p>2.1 Articulate the objectives of the market survey</p> <p>2.2 Execute the design of well-structured surveys, selecting appropriate methods</p> <p>2.3 Identify the diversity within the customer base and channel members, showcasing segmentation based on demographics, behaviors and preferences.</p> <p>2.4 Demonstrate the customers perceive existing products and the brand's positioning in the market</p> <p>2.5 Collect honest and constructive feedback from customers and channel members</p> <p>2.6 identify competitor preferences and customer choices showcasing an ability to address market dynamics</p>
3	Manage sales processes while delivering customer service, and continuously improving customer interactions	<p>After completion of this module students will be able to:</p> <p>3.1 Explain the differences between cash and credit sales.</p> <p>3.2 Follow the step-by-step procedure for conducting a selling transaction with proper documentation and record-keeping during sales transactions.</p> <p>3.3 Demonstrate the ability to choose the right product for customers based on their needs.</p> <p>3.4 Demonstrate effective communication skills in handling customer objections during role-play scenarios.</p> <p>3.5 Demonstrate effective bargaining and negotiation techniques during practical exercises.</p> <p>3.6 Verify and process credit applications from customers.</p> <p>3.7 Ensure the accurate and timely delivery of goods to customers.</p> <p>3.8 Effectively collect and analyze feedback from customers.</p> <p>3.9 Receive positive peer evaluations for transactional skills.</p> <p>3.10 Engage effectively in simulated scenarios to improve customer relationships and provide post-sales support.</p>
4	Contribute significantly through teamwork in the retail industry and organizations	<p>After completion of this module students will be able to:</p> <p>4.1 Perform allocated task in a Team</p> <p>4.2 Demonstrate by Role-play scenarios an effective teamwork.</p> <p>4.3 Project a positive image during customer interactions.</p> <p>4.4 Perform in a Real-world scenarios and role-plays for identifying and satisfying customer needs.</p> <p>4.5 Handle customer inquiries and concerns professionally.</p> <p>4.6 Demonstrate capacity to help customers choose the right products.</p> <p>4.7 Explain thorough product knowledge and recommendations.</p> <p>4.8 Handle challenging customer situations in a controlled environment.</p> <p>4.9 Fulfill customer orders efficiently, including packaging and delivery</p>
5	Ensure efficient financial management with basic accounting, handling cash and electronic payment and	<p>After completion of this module students will be able to:</p> <p>5.1 Identify and record various cash transactions in appropriate accounting books.</p>

Module No.	Outcome	AssessmentCriteria
	complying with taxation standards.	5.2 Differentiate between different payment methods (cash, card, UPI). 5.3 Define and explain key accounting concepts such as invoices, cash receipts, vouchers, and cash memos. 5.4 Generate cash memos and other cash-related documents as needed. 5.5 Manage returns, refunds, and exchanges by customers through role-play scenarios. 5.6 Maintain an accurate cash account and checks daily cash balances as required. 5.7 Distinguishes between cash basis and accrual basis of accounting. 5.8 Define and use fundamental accounting terms, including event, transaction, account, capital, asset, liabilities, income, expenses, profit, loss, cost, and vouchers. 5.9 Identify sources of accounting documents (invoice, cash memo, cheque). 5.10 Maintain and record transactions in journals, ledgers, cash books (single column, double column), and petty cash books. 5.11 Demonstrate knowledge of GST concepts, its applicability, exemptions, SGST, CGST, and IGST calculations and compliance requirement. 5.12 Comply with TDS and TCS provisions, including deduction/collection timing.
6	Implement effective inventory management strategies to optimize stock levels, minimize overstock and enhance overall supply chain efficiency.	After completion of this module students will be able to: 7.1 Categorize products into A, B, and C classes based on their importance and value, showcasing understanding and application of the ABC analysis. 7.2 Determine optimal safety stock levels to mitigate the impact of unexpected demand fluctuations or supply chain disruptions. 7.3 Foster strong relationships with suppliers to ensure timely deliveries and better collaboration. 7.4 Implement Just-In-Time (JIT) inventory systems with reliable suppliers to reduce excess inventory. 7.5 Monitor inventory turnover rates to understand how quickly products move through the supply chain. 7.6 Implement advanced inventory management software to automate processes, track stock levels in real-time, and generate accurate reports. 7.7 Conduct regular physical audits and cycle counts to ensure the accuracy of inventory records. 7.8 Identify and rectify discrepancies promptly to maintain data integrity, showcasing attention to detail and problem-solving skills.
7	Explore opportunities for opening new outlets in targeted locations to expand market reach and increase the retailers presence	After completion of this module students will be able to: 8.1 Conduct market research to identify locations with a growing population and favorable demographics. 8.2 Analyze consumer behavior, purchasing power, and competition in the targeted areas. 8.3 Demonstrate proficiency in utilizing geographic information system (GIS) data and demographic information to identify areas with a high concentration of the target customer base. 8.4 Conduct surveys or focus groups to understand the preferences and shopping habits of potential customers in the targeted locations.

Module No.	Outcome	AssessmentCriteria
		<p>8.5 Analyze consumer trends, seasonal demand fluctuations, and emerging market opportunities in the targeted locations.</p> <p>8.6 Analyze the strengths and weaknesses of existing competitors in the targeted locations, identifying opportunities for differentiation.</p> <p>8.7 Monitor industry trends, consumer preferences, and macroeconomic indicators to anticipate market demand in the targeted locations.</p> <p>8.8 Develop operational plans that ensure a smooth integration of the new outlets into the existing business infrastructure.</p>
8	Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.	<p>After completion of this module students will be able to:</p> <p>1.1 Demonstrate the fundamental concepts in entrepreneurship, including key principles, theories, and practices.</p> <p>1.2 Explain principles and concepts related to business development, such as market analysis, product development, and strategic planning.</p> <p>1.3 Demonstrate a good understanding of financial concepts relevant to entrepreneurship, including budgeting, financial forecasting, and risk management.</p> <p>1.4 Exhibit effective networking skills, including the ability to establish and maintain valuable relationships within the entrepreneurial ecosystem.</p> <p>1.5 Exhibit strong problem-solving skills, addressing challenges with practical and effective solutions.</p> <p>1.6 Demonstrate a commitment to continuous learning, seeking opportunities to enhance knowledge and skills.</p>
9	OJT	Work in a soft-floor environment of an industry with special emphasis on basic safety and hazards in this domain (OJT).
10	Employability skills	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

Sl No	Items Name	Qty
1	Whiteboard or blackboard	1
2	Projector and screen	1
3	Computer with internet access	10
4	First aid kits	5 set
5	Fire extinguishers	1
6	Merchandise props and accessories for creating visually appealing displays	As reqd
7	Mock retail store environment with Samples of retail products	1
8	Printer with printer table	1 each
9	Office packages (MS word, MS Power point, MS Excel)	10
10	Inventory Management Software	10
10	Computer table	10
11	Computer chair	30

Marks Distribution

Outcome	Outcome Code	Type	Total Th marks	Total Pr marks	Total OJT marks
Create comprehensive business plans, outlining goals, strategies, financial projections and operational frameworks	RET/3206/OC1	Compulsory	10	100	0
Conduct market surveys of customers and channel members for existing and new products	RET/3206/OC2	Compulsory	10	110	0
Manage sales processes while delivering customer service, and continuously improving customer interactions	RET/3206/OC3	Compulsory	20	110	0
Contribute significantly through teamwork in the retail industry and organizations	RET/3206/OC4	Compulsory	10	110	0
Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.	RET/3206/OC5	Compulsory	20	110	0
Implement effective inventory management strategies to optimize stock levels, minimize overstock and enhance overall supply chain efficiency.	RET/3206/OC6	Compulsory	20	110	0
Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.	MEP/2023/ENDP /258	Compulsory	60	0	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	RET/3206/OC8	Compulsory	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	Compulsory	50	0	0
Explore opportunities for opening new outlets in targeted locations to expand market reach and increase the retailers presence	RET/3206/OC7	Optional	20	80	0
Full Marks: Minimum 1000 (Th 200, Prac. 800) without Optional Maximum marks 1100 ((Th 220, Prac. 880) with Optional					