Syllabus for Retail Operations and Customer service Assistant

Course Name	Retail Operations and Customer service Assistant
Sector	Retail
Course Code	RET/2023/ROCA/224
Level	3
Occupation	Retail Sales Associate, Store Manager, Visual Merchandiser, Retail Operations Specialist, Customer Service Representative, Inventory Manager, Retail Supervisor, Cashier, Merchandise Planner, Retail Accounting Clerk
Job Description	Retail Operations and Customer service Assistant will play a crucial role in ensuring the smooth and efficient operation of the retail environment while delivering exceptional customer experiences. This multifaceted role involves various responsibilities, including sales, store management, visual merchandising, customer service, inventory management, and financial accountability.
Course Duration	Total Duration 390 Hrs (T- 90 hr, P- 180hr, OJT-60 hr and ES-60 hr)
Trainees' Entry Qualification	Grade 10 OR Grade 8 with two year of (NTC/ NAC) after 8th OR Grade 8 pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 2 yrs relevant experience OR Previous relevant Qualification of NSQF Level 2 with one yr experience OR Previous relevant Qualification of NSQF Level 2.5 with 6 months experience
Trainers Qualification	GRADUATE ANY STREAM / DIPLOMA (3 YEARS) IN ANY STREAM 3 YEARS IN RELEVANT FIELD

Structure of Course:

Module No.	Module name	Outcome	Compulsory/ Optional/ Elective	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
1	Retail Basics	Explain fundamentals of retailing, including the definitions, features, importance, and functions of retail trade, as well as the distinctions between retail and wholesale trade.	Compulsory	10	20	30
2	Retail Trade: Store Security and Health & Safety	Ensure store security, maintain health and safety standards, and respond to safety hazards and security breaches in a retail environment.	Compulsory	10	20	30
3	Merchandise Planning and	Implement merchandise planning, visual merchandising	Compulsory	10	20	30

Module No.	Module name	Outcome	Compulsory/ Optional/ Elective	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
	Visual Merchandising	techniques, and customer engagement strategies to enhance the retail shopping experience.				
4	Managing Sales	Manage sales processes while delivering customer service, and continuously improving customer interactions	Compulsory	10	20	30
5	Teamwork and Customer Service	Contribute significantly through teamwork in the retail industry and organizations, exploring the benefits of effective teamwork, techniques for task allocation, progress monitoring, customer needs identification.	Compulsory	10	20	30
6	Cash Management, Basic Accounting and Taxation	Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.	Compulsory	20	40	60
7	Computer Application and internet basics	Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel and internet basics.	Compulsory	20	40	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
		TOTAL:		150	240	390

SYLLABUS:

Module 1: Retail Basics
Outcome: Explain fundamentals of retailing, including the definitions, features, importance, and functions of retail trade, as well as the distinctions between retail and wholesale trade.

Theory Content:
1: Introduction to Retailing
Basics of Retail Trade
- Definition of retail trade

- Definition of wholesale trade

- Differences between retail and wholesale trade

Features and Importance of Retail Trade

- Key features of retailing

- The importance of retail trade in the economy

- Role of retailers in the distribution channel

Functions of Retail Trade
- Primary functions of retailers

- Supporting functions of retailers

- Retailer's role in marketing and customer service

2: Types of Retailing
Different Types of Retailing
- Classification of retail formats (brick-and-mortar, e-commerce, etc.)

- Comparative analysis of various types of retailing

- Emerging trends in retail formats

Retail Store Types
- Understanding various retail store formats (department stores, specialty stores, supermarkets)

- Features, advantages, and disadvantages of each store type

3: Inventory Management in Retail
Inventory Basics
- Definition of a product and its types

- Concept of inventory and its significance

- Types of inventory (raw materials, finished goods)

Inventory Control and Management
- Estimation of stock levels (minimum, maximum, reorder point)

- Purchase requisitions and credit applications to suppliers

- Receiving goods and proper storage procedures

- Evaluation and recording of inventory

- Handling goods safely and efficiently

Dispatch and Supply Chain
- The process of dispatching goods to customers

- Role of retailers in the supply chain

- Closing remarks and course review

Practical Content:
- Visit local retail stores (e.g., supermarkets, convenience stores) and observe retail operations and take notes on the layout, visual merchandising, and customer interactions.

- Study the operations of wholesale distributors in your area and identify the types of products they distribute and their customer base.

- Visit a variety of retail stores (e.g., department stores, specialty shops, e-commerce websites) and write a report highlighting the distinctive features and advantages of each retail format.

- Conduct a comparative analysis of brick-and-mortar and online retail formats.

- Select a retail product (e.g., clothing, electronics) and calculate its minimum, maximum, and reorder point stock levels.

- Prepare a simulated purchase requisition for a retail store.

- Create a credit application to be sent to potential suppliers.

- Visit a warehouse or distribution centre (if possible) to observe the receiving and storage processes and write a report on the best practices for receiving and storing retail goods.

- Analyze the inventory records of a local retail store and identify any discrepancies between physical and recorded inventory. Suggest corrective measures to address inventory issues.

Tools and Equipment:
Whiteboard or blackboard, Projector and screen, Computer with internet access,
Arrangement with local wholesale distributors for student visits and observations.
Arrangement with various retail stores for student visits and comparative analyses.
Access to Warehouse/Distribution Centre for student visits to observe receiving and storage processes.
Simulated warehouse or storage area for hands-on learning

Assessment criteria

1. Identify key differences between retail and wholesale trade.

2. Explain role of retailers in the distribution channel.

3. Explain retailer's role in marketing and customer service.

4. Explain emerging trends in retail formats and its impact of these trends on the retail industry effectively.

5. Identify and explains the features, advantages, and disadvantages of various store type like department stores, specialty stores, supermarkets.

6. Estimates stock levels (minimum, maximum, reorder point) for a selected retail product and explains their significance.

7. Describes the process of dispatching goods to customers comprehensively.

8. Draw a store layout and visual merchandising from a visit to a retail store.

9. Identify product types and customer bases for a local distributor.

Module 2: Retail Trade: Store Security and Health & Safety
Outcome: Ensure store security, maintain health and safety standards, and respond to safety hazards and security breaches in a retail environment.

Theory Syllabus:
1: Introduction to Store Security and Health & Safety
- Importance of safety and security in the retail industry.

- Health and safety protocols followed by the organization.

- Regulatory and safety standards as per legal requirements.

- Personal Protective Equipment (PPE) such as gloves, and aprons.

- Procedures for maintaining workplace hygiene and sanitation.

- Procedures for keeping the store and its merchandise secure.

- Security cameras and surveillance equipment, Security tags and sensors, Access control systems.

- Security of equipment and technologies used in retail stores.

- Response strategies for safety hazards and security breaches.

- Fire safety protocol, use of fire extinguishers

- Responsibilities of employees in maintaining health and safety standards.

- Reporting and communication channels for safety concerns.

Practical Syllabus:
- Ensuring the security of important office equipment and documents.

- Procedures for document storage and access control.

- Case studies on security breaches and their consequences.

- Conducting workplace inspections to ensure compliance.

- Identifying and rectifying safety hazards and non-compliance issues.

- Developing a safety checklist for the retail store.

- Demonstrate use of Security cameras and surveillance equipment, Security tags and sensors, Access control systems.

- Role-play exercises for responding to unsafe and hazardous conditions.

- Reporting security breaches promptly to relevant authorities.

- Case studies on real-world security breaches and their solutions.

- Use Fire extinguishers and follow fire drill.

<u>**Tools and Equipment:**</u>
Whiteboard or blackboard, Projector and screen, Computer with internet acess, Personal Protective Equipment (PPE) such as gloves, and aprons, First aid kits, Fire extinguishers, Security cameras and surveillance equipment, Security tags and sensors, Access control systems, Simulated store setup or area, Educational posters and visual aids illustrating safety and security concepts,

<u>**Performance criteria:**</u>
- explain key safety and security terms and principles.

- Describes and explains the health and safety protocols followed by the organization and the retail business.

- Lists and explains security measures employed in retail stores, including access control, surveillance, and anti-theft measures.

- Demonstrates proper usage of personal protective equipment (PPE) during practical exercises.

- Responds effectively and promptly to unsafe and hazardous conditions during simulations.

- Demonstrates an understanding of document storage and access control.

- Effectively responds to simulated security breaches and emergency situations.

- Successfully participates in mock security drills, demonstrating competence in responding to various security scenarios.

Module 3: Merchandise Planning and Visual Merchandising
Outcome: Implement merchandise planning, visual merchandising techniques, and customer engagement strategies to enhance the retail shopping experience.

Theory Content:

1: Importance of merchandise planning and visual merchandising in retail.
- Definition and significance of merchandise planning.

- Role of merchandise planning in meeting customer demand.

- Introduction to visual merchandising.

- Principles of effective visual merchandising.

- The impact of visual merchandising on customer perception.

2: Display Methods
- Different methods of internal and external display of goods.

- How different display methods appeal to customers.

- Proper placement of shopping guides and signage for attracting customer attention.

- The psychology of signage and its role in driving sales.

- Designing effective shopping guides.

3: Promotion Strategies
- Introduction to promotion and its role in retail.

- Elements of promotion: advertising, personal selling, sales promotion, publicity, and public relations.

- Concept of personal selling and its application in retail.

4: Sales Promotion
- Designing and implementing sales promotion strategies.

- Evaluating the effectiveness of sales promotions.

- Ethical and legal standards in retail sales

Practical Content:

- Practical exercises in organizing the display of products at the store.

- Creating visually appealing product arrangements.

- Techniques for demonstrating products to customers effectively.

- Role-playing exercises for interacting with customers.

- Group projects on merchandise planning and promotion strategies.

- Role play for Product demonstration and customer interaction evaluations.

Performance Criteria:
- Explain the significance of merchandise planning in meeting customer demand effectively.

- Demonstrate the ability to explain visually appealing product displays that enhance the shopping experience.

- Demonstrate capacity to place signage and shopping guides to attract customer attention.

- Explain the elements of promotion (advertising, personal selling, sales promotion, publicity, and public relations) thoroughly.

- Apply promotion strategies effectively to drive sales and customer engagement.

- Effectively communicates product features and benefits to customers.

- Demonstrates an understanding of ethical and legal standards in retail sales and adheres to them in all activities.

Tools and Equipment:

- Whiteboard or blackboard, Projector and screen, Computer with internet access,

- Visual aids, charts, and diagrams for illustrating merchandise planning and visual merchandising concepts.

- Samples of effective signage and shopping guides for analysis.

- Mobile devices or cameras for students to capture visual merchandising displays during store visits.

- Mannequins and dress forms for creating clothing displays.

- Display fixtures (shelves, racks, tables) for arranging products effectively.

- Signage materials (e.g., foam boards, markers) for signage practice.

- Merchandise props and accessories for creating visually appealing displays.

- mock retail store environment with Samples of retail products to use for product demonstrations and practice

Module 4: Managing Sales
Outcome: Manage sales processes while delivering customer service, and continuously improving customer interactions

Theory Syllabus
1: 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.

2: 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.

3: 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.

4: 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.

5: Feedback and Continuous Improvement
- Collecting and analyzing feedback from customers.

Practical:
- 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.

Performance Criteria
- Explain the differences between cash and credit sales.

- Accurately follow the step-by-step procedure for conducting a selling transaction with proper documentation and record-keeping during sales transactions.

- Demonstrate the ability to choose the right product for customers based on their needs.

- Demonstrate effective communication skills in handling customer objections during role-play scenarios.

- Demonstrate effective bargaining and negotiation techniques during practical exercises.

- Successfully verify and process credit applications from customers.

- Ensure the accurate and timely delivery of goods to customers.

- Effectively collect and analyze feedback from customers.

- Receive positive peer evaluations for transactional skills.

- Engage effectively in simulated scenarios to improve customer relationships and provide post-sales support.

Tools and Equipment needed:
Whiteboard or blackboard, Projector and screen, Computer with internet access
Props and materials for role-play scenarios, Printed role-play scripts for students, Sample credit application forms and templates, Sample feedback form.

Module 5: Teamwork and Customer Service
Outcome: Contribute significantly through teamwork in the retail industry and organizations, exploring the benefits of effective teamwork, techniques for task allocation, progress monitoring, customer needs identification.

Theory Modules:

1: 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

2: 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 Modules:
- 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.

Performance Criteria:
Practical Modules:
- Perform allocated task in a Team

- Demonstrate by Role-play scenarios an effective teamwork.

- Project a positive image during customer interactions.

- Perform in a Real-world scenarios and role-plays for identifying and satisfying customer needs.

- Handle customer inquiries and concerns professionally.

- Demonstrate capacity to help customers choose the right products.

- Explain thorough product knowledge and recommendations.

- Handle challenging customer situations in a controlled environment.

- Fulfilling customer orders efficiently, including packaging and delivery.

Tools and Equipment:
Whiteboard or blackboard, Projector and screen, Computer with internet access
Props and materials for role-play scenarios (e.g., team collaboration, customer interactions).
Printed role-play scripts for students.
Customer Interaction Props: Materials for simulating customer interactions (e.g., customer inquiry scenarios, complaint handling).
Props and materials for demonstrating products and their features and benefits
Facility for recording and reviewing role-play scenarios

Module 6: Cash Management, Basic Accounting and Taxation
Outcome: **Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards**.

Theory Syllabus:

1. **Cash Transactions and Recording:**
    - Identification and recording of cash transactions in appropriate books of accounts.

    - Differentiate between various forms of payments (cash, card, UPI).

2. **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.

3. **Payment Processing:**
    - Processing payments following standard procedures and organizational guidelines.

    - Handling returns, refunds, and exchanges by customers.

4. **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.

5. **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.

6. **Books of Accounts:**
    - Introduction to journal, ledger, cash book (single column, double column), and petty cash book.

    - Preparation and recording in these books.

7. **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 Syllabus:
- 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.

Performance Criteria:
- Accurately identify and record various cash transactions in appropriate accounting books.

- Demonstrate the ability to differentiate between different payment methods (cash, card, UPI).

- Clearly define and explain key accounting concepts such as invoices, cash receipts, vouchers, and cash memos.

- Successfully generate cash memos and other cash-related documents as needed.

- Effectively manage returns, refunds, and exchanges by customers through role-play scenarios.

- Maintains an accurate cash account and checks daily cash balances as required.

- Distinguishes between cash basis and accrual basis of accounting.

- Accurately define and use fundamental accounting terms, including event, transaction, account, capital, asset, liabilities, income, expenses, profit, loss, cost, and vouchers.

- Identifies sources of accounting documents (invoice, cash memo, cheque).

- Maintain and record transactions in journals, ledgers, cash books (single column, double column), and petty cash books.

- Demonstrate knowledge of GST concepts, its applicability, exemptions, SGST, CGST, and IGST calculations and compliance requirement.

- Comply with TDS and TCS provisions, including deduction/collection timing.

Tools, Equipment & Materials needed:
Whiteboard or blackboard, Projector and screen, Computer with internet access
Sample cash management documents (invoices, cash receipts, vouchers) for reference, Money and cash handling equipment, Equipment for simulating electronic payments (card readers, smartphones).

Module 7: Computer Application and internet basics
<u>Outcome</u>: Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel, internet basics,

Theory Syllabus:
1. **Definition of Computer and Its Components:**
   - Understanding the concept of a computer and its various components.

   - Identification and explanation of input and output devices and their functions.

2. **Hardware and Software:**
   - Differentiating between hardware and software.

   - Types of hardware and software and their distinctions.

3. **Word Processor Software (MS Word):**
   - Creating, editing, and formatting text documents.

   - Inserting header/footer, page numbers, time/date, etc.

   - Editing and formatting existing documents.

   - Inserting tables, images, and graphical elements.

   - **Mail Merge for Personalized Documents:**

      - In-depth understanding of mail merge to personalize documents.

      - Creating a batch of personalized documents for multiple recipients.

   - **Page Setup and Formatting:**

      - Page setup options, paragraph spacing, and indentation techniques.

   - Configuring print options for bulk printing of letters and accounting documents.

4. **Spreadsheet Software for Accounting (MS Excel)**
   - Understanding workbooks, worksheets, cells, and the formula bar.

   - Cell formatting, addition/deletion/renaming of worksheets.

   - Exploring important features of MS Excel: Sorting, filtering, and formatting data with conditions.

   - Detailed process of creating and using different types of charts (line, bar, column, pie) to represent accounting data.

   - Examples of functions like SUM, AVERAGE, MAX, MIN, IF, AND, OR, SLN, DB, COUNT, COUNTIF, ROUNDUP, VLOOKUP.

5. **Internet Basics:**
   - Introduction: Internet applications: Business, Education etc.
   - Understanding World Wide Web
   - Concept of Web Browsers and Search Engine
   - Working with Email: creating mail id, sending and receiving mail, attaching a file with a mail, downloading an attachment from mail, email folders: inbox, spam, sent.

- Features, uses and advantages of google drive/ cloud, google sheets, google forms

Practical Syllabus:

- Practice creating and editing text documents using MS Word.

- Inserting and formatting text, tables, and images.

- Hands-on experience with mail merge to create personalized documents.

- Configuring print options for bulk printing of letters and accounting documents.

- Practical exercises involving spreadsheet creation and management using MS Excel.

- Cell formatting and worksheet addition/deletion/renaming.

- Sorting, filtering, and formatting data with conditions in MS Excel.

- Hands-on experience in creating and utilizing various types of charts to represent accounting data.

- Practical application of accounting and financial functions in MS Excel.

- Calculation and analysis of accounting data.
- Send and receive e-mail, attach document while sending mail, download attachment from a mail, search inbox and spam folder.
- Use various search engines to search information in internet.

Performance criteria:
- Describe the functions of input and output devices effectively.

- Differentiate between hardware and software

- Create, edit, and format text documents in MS Word effectively.

- Insert headers, footers, page numbers, time/date, in MS Word document appropriately.

- Successfully insert tables, images, and graphical elements in documents.

- Execute mail merge to generate personalized documents accurately.

- Configures page setup options and demonstrates paragraph spacing/indentation techniques effectively.

- Demonstrates creating a worksheets, working with cells, and the formula bar proficiently.

- Effectively explores and utilizes important features of MS Excel like sort, filter, insert charts (line, bar, column, pie) to represent accounting data with precision.

- Use function like SUM, AVERAGE, MAX, MIN, IF, AND, OR, SLN, DB, COUNT, COUNTIF, ROUNDUP, VLOOKUP
- Send and receive email with attachment.

- Use Search engines to get necessary information.

Tools & Equipment:
Whiteboard or blackboard, Projector and screen, Computer with internet access
MS Office package

Module Name : 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 Name : Employability Skills **(60 Hrs)**

Key Learning Outcomes

Introduction to Employability Skills	Duration: 1.5 Hours

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	Duration: 1.5 Hours

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
	Explain fundamentals of retailing, including the definitions, features, importance, and functions of retail trade, as well as the distinctions between retail and wholesale trade.	**After completion of this module students will be able to:** 1. Identify key differences between retail and wholesale trade. 2. Explain role of retailers in the distribution channel. 3. Explain retailer's role in marketing and customer service. 4. Explain emerging trends in retail formats and its impact of these trends on the retail industry effectively. 5. Identify and explains the features, advantages, and disadvantages of various store type like department stores, specialty stores, supermarkets. 6. Estimates stock levels (minimum, maximum, reorder point) for a selected retail product and explains their significance. 7. Describes the process of dispatching goods to customers comprehensively. 8. Draw a store layout and visual merchandising from a visit to a retail store. 9. Identify product types and customer bases for a local distributor.
	Retail Trade: Store Security and Health & Safety	**After completion of this module students will be able to:** • explain key safety and security terms and principles. • Describes and explains the health and safety protocols followed by the organization and the retail business. • Lists and explains security measures employed in retail stores, including access control, surveillance, and anti-theft measures. • Demonstrates proper usage of personal protective equipment (PPE) during practical exercises. • Responds effectively and promptly to unsafe and hazardous conditions during simulations. • Demonstrates an understanding of document storage and access control. • Effectively responds to simulated security breaches and emergency situations. • Successfully participates in mock security drills, demonstrating competence in responding to various security scenarios.
	Implement merchandise planning, visual merchandising techniques, and customer engagement strategies to enhance the retail shopping experience	**After completion of this module students will be able to:** • Explain the significance of merchandise planning in meeting customer demand effectively. • Demonstrate the ability to explain visually appealing product displays that enhance the shopping experience. • Demonstrate capacity to place signage and

Module No.	Outcome	Assessment Criteria
		shopping guides to attract customer attention. • Explain the elements of promotion (advertising, personal selling, sales promotion, publicity, and public relations) thoroughly. • Apply promotion strategies effectively to drive sales and customer engagement. • Effectively communicates product features and benefits to customers. • Demonstrates an understanding of ethical and legal standards in retail sales and adheres to them in all activities.
	Manage sales processes while delivering customer service, and continuously improving customer interactions	**After completion of this module students will be able to:** • Explain the differences between cash and credit sales. • Accurately follow the step-by-step procedure for conducting a selling transaction with proper documentation and record-keeping during sales transactions. • Demonstrate the ability to choose the right product for customers based on their needs. • Demonstrate effective communication skills in handling customer objections during role-play scenarios. • Demonstrate effective bargaining and negotiation techniques during practical exercises. • Successfully verify and process credit applications from customers. • Ensure the accurate and timely delivery of goods to customers. • Effectively collect and analyze feedback from customers. • Receive positive peer evaluations for transactional skills. • Engage effectively in simulated scenarios to improve customer relationships and provide post-sales support.
	Contribute significantly through teamwork in the retail industry and organizations, exploring the benefits of effective teamwork, techniques for task allocation, progress monitoring, customer needs identification.	**After completion of this module students will be able to:** • Perform allocated task in a Team • Demonstrate by Role-play scenarios an effective teamwork. • Project a positive image during customer interactions. • Perform in a Real-world scenarios and role-plays for identifying and satisfying customer needs. • Handle customer inquiries and concerns professionally. • Demonstrate capacity to help customers choose the right products. • Explain thorough product knowledge and recommendations. • Handle challenging customer situations in a controlled environment. • Fulfilling customer orders efficiently, including packaging and delivery.

Module No.	Outcome	Assessment Criteria
	Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards	**After completion of this module students will be able to:** • Accurately identify and record various cash transactions in appropriate accounting books. • Demonstrate the ability to differentiate between different payment methods (cash, card, UPI). • Clearly define and explain key accounting concepts such as invoices, cash receipts, vouchers, and cash memos. • Successfully generate cash memos and other cash-related documents as needed. • Effectively manage returns, refunds, and exchanges by customers through role-play scenarios. • Maintains an accurate cash account and checks daily cash balances as required. • Distinguishes between cash basis and accrual basis of accounting. • Accurately define and use fundamental accounting terms, including event, transaction, account, capital, asset, liabilities, income, expenses, profit, loss, cost, and vouchers. • Identifies sources of accounting documents (invoice, cash memo, cheque). • Maintain and record transactions in journals, ledgers, cash books (single column, double column), and petty cash books. • Demonstrate knowledge of GST concepts, its applicability, exemptions, SGST, CGST, and IGST calculations and compliance requirement. • Comply with TDS and TCS provisions, including deduction/collection timing.
	Use computer for word processing withng MS Word, spreadsheet software for accounting with MS Excel, internet basics,	**After completion of this module students will be able to:** • Describe the functions of input and output devices effectively. • Differentiate between hardware and software • Create, edit, and format text documents in MS Word effectively. • Insert headers, footers, page numbers, time/date, in MS Word document appropriately. • Successfully insert tables, images, and graphical elements in documents. • Execute mail merge to generate personalized documents accurately. • Configures page setup options and demonstrates paragraph spacing/indentation techniques effectively. • Demonstrates creating a worksheets, working with cells, and the formula bar proficiently. • Effectively explores and utilizes important features of MS Excel like sort, filter, insert charts (line, bar, column, pie) to represent accounting data with precision. • Use function like SUM, AVERAGE, MAX, MIN, IF, AND, OR, SLN, DB, COUNT, COUNTIF, ROUNDUP, VLOOKUP

Module No.	Outcome	Assessment Criteria
		• Send and receive email with attachment. • Use Search engines to get necessary information.
	OJT	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.)
	Employability Skill	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	Arrangement with local wholesale distributors for student visits and observations	1
5	Arrangement with various retail stores for student visits and comparative analyses	1
6	Access to Warehouse/Distribution Centre for student visits to observe receiving and storage processes	1
7	Simulated warehouse or storage area for hands-on learning	1
8	Personal Protective Equipment (PPE) set such as gloves, and aprons	30 set
9	First aid kits	5 set
10	Fire extinguishers	1
11	Security cameras and surveillance equipment	2 set
12	Security tags and sensors	2 set
13	Access control systems	1 set
14	Simulated store setup or area	1
15	Educational posters and visual aids illustrating safety and security concepts	As reqd
16	Visual aids, charts, and diagrams for illustrating merchandise planning	As reqd
17	Samples of effective signage and shopping guides	As reqd
18	camera	1
19	Mannequins and dress forms for creating clothing displays	As reqd
20	Display fixtures (shelves, racks, tables)	As reqd
21	Signage materials (e.g., foam boards, markers)	As reqd
22	Merchandise props and accessories for creating visually appealing displays	As reqd
23	mock retail store environment with Samples of retail products	1
24	Sample credit application forms and templates	As reqd
25	Sample cash management documents (invoices, cash receipts, vouchers)	As reqd

Sl No	Items Name	Qty
26	Money and cash handling equipment	As reqd
27	card readers	1
28	MS Office package	10

Marks Distribution

Outcome	Outcome Code	Total Th Marks	Total Pr. Marks
Explain fundamentals of retailing, including the definitions, features, importance, and functions of retail trade, as well as the distinctions between retail and wholesale trade.	RET/3205/OC1	10	80
Ensure store security, maintain health and safety standards, and respond to safety hazards and security breaches in a retail environment.	RET/3205/OC2	20	90
Implement merchandise planning, visual merchandising techniques, and customer engagement strategies to enhance the retail shopping experience.	RET/3205/OC3	20	90
Manage sales processes while delivering customer service, and continuously improving customer interactions	RET/3205/OC4	20	80
Contribute significantly through teamwork in the retail industry and organizations, exploring the benefits of effective teamwork, techniques for task allocation, progress monitoring, customer needs identification.	RET/3205/OC5	20	90
Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.	RET/3205/OC6	30	110
Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel and internet basics.	RET/3205/OC7	30	110
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	RET/3205/OC1	0	150
Employability Skill-60 Hrs	DGT/VSQ/N0102	50	0