

**Syllabus for Distributor Product Sales and Marketing Assistant**

<b>Course Name</b>	Distributor Product Sales and Marketing Assistant
<b>Sector</b>	RETAIL
<b>Course Code</b>	RET/2024/DPSA/392
<b>Level</b>	3
<b>Occupation</b>	Distributor Product Sales and Marketing Assistant
<b>Job Description</b>	A Distributor Product Sales and Marketing Assistant is responsible for various aspects of retail operations and customer service. This includes conducting market surveys, analyzing data, managing inventory, providing sales assistance and ensuring cash handling accuracy. They also maintain basic accounting records, utilize computer applications and interact with customers to enhance their shopping experience.
<b>Course Duration</b>	<b>Total Duration 390 Hrs (T-90, P-180, OJT-60 and ES-60)</b>
<b>Trainees' Entry Qualification</b>	Grade 10 OR Grade 8 with two year of (NTC/ NAC) after 8 <sup>th</sup> 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
<b>Trainers Qualification</b>	Graduate in Any Stream with 1yr Experience in relevant field

**Structure of Course:**

<b>Module No.</b>	<b>Module name</b>	<b>Outcome</b>	<b>Theory (Hrs)</b>	<b>Practical (Hrs)</b>	<b>Total (Hrs) [Multiple of 30]</b>
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. <b>RET/3205/OC1</b>	10	20	30
2	Market survey and analysis	Conduct market surveys of customers and channel members for existing and new products <b>RET/3206/OC2</b>	10	20	30
3	Networking	Contribute significantly through teamwork in the retail industry and organizations <b>RET/3206/OC4</b>	10	20	30

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs) [Multiple of 30]
4	Credit Management for Outlet Operations	Develop capability for handling credit management of an outlet both receivables and payables <b>RAS/N0604</b>	10	20	30
5	Inventory management	Implement effective inventory management strategies to optimize stock levels, minimize overstock and enhance overall supply chain efficiency. <b>RET/3206/OC6</b>	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. <b>RET/3205/OC6</b>	10	20	30
7	Computer Application and internet basics	Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel, internet basics. <b>RET/3205/OC7</b>	20	40	60
8	E-Commerce	Perform online business with digital marketing, logistics, and legal considerations <b>MEP/2501/OC6</b>	10	20	30
9	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	--	60	60
10	Employability Skill	As per guided curriculum	60	--	60
<b>TOTAL:</b>			150	240	390

**SYLLABUS:****Module No. 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 & Equipment needed:** 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.

### **Module No. 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

**Tools & Equipment needed:****Module No. 3: 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.

### **Tools & Equipment needed:**

#### **Module No. 4: Credit Management for Outlet Operations**

**Outcome:** Develop capability for handling credit management of an outlet both receivables and payables

### **Theory Content:**

- Explain the organizational structure, policies, and procedures related to invoicing, credit management and delivery norms.
- Understand the flow of goods and services from distribution points to retailers and the financial implications associated with it.
- Gather and analyze data related to pending invoices, credit ageing and display payments.
- Establish effective communication channels with distribution points, retailers and organizational representatives.
- Collaborate with internal teams and external partners to ensure smooth operations and timely resolution of problems.
- Understand credit and collection norms set by both the distributor and the organization.
- Interpret financial data to assess consumer credit status and identify potential risks.
- Develop strategies to manage credit effectively while maximizing revenue and minimizing bad debts.
- Delivery norms of the organization.

### **Practical Content:**

- Prioritize invoices based on credit ageing information of retailer bills.
- Set beat objectives accordingly, focusing on resolving pending payments and delivery issues.
- Keep them informed about the status of pending display payments, delivery issues and credit & collection norms.
- Reconcile receivables and payables to outlets regularly to identify discrepancies.
- Investigate any pending delivery issues and resolve them in collaboration with relevant stakeholders.
- Monitor adherence to credit & collection norms of both the distributor and the organization.
- Settle queries by customers regarding invoicing, credit and delivery promptly and courteously.
- Track payment norms and outlet-wise status of display payments.
- Assess pending payments and consumer credit status regularly to identify potential risks.

#### **Module No. 5: 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.

### **Tools & Equipment needed:**

#### **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.

#### **6. 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.

### **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**

**Outcome:** 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.

#### Tools & Equipment:

Whiteboard or blackboard, Projector and screen, Computer with internet access, MS Office package

**Module 8: E-Commerce**

**Outcome:-**Perform online business with digital marketing, logistics and legal considerations

**Content:**

- 1. Introduction to E-Commerce**
  - 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**
  - a. Setting up an online store
  - b. Payment gateways and security
  - c. E-commerce platforms and tools
- 3. Digital Marketing for E-Commerce**
  - a. Search Engine Optimization (SEO) for e-commerce
  - b. Social media marketing and advertising
  - c. Content marketing strategies
- 4. E-Commerce Strategies**
  - a. Customer relationship management (CRM)
  - b. Creating compelling product listings
  - c. Understanding consumer behaviour online
- 5. Logistics and Fulfilment**
  - a. Order processing and fulfilment
  - b. Inventory management
  - c. Shipping and delivery options
- 6. Legal and Ethical Aspects of E-Commerce**
  - a. E-commerce regulations and compliance
  - b. Privacy and security considerations
  - c. Ethical issues in e-commerce
- 7. Case Studies and Best Practices**
  - a. Analysing successful e-commerce businesses
  - b. Learning from real-world case studies
  - c. Best practices for sustainable e-commerce

**Module No. 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 No. 10: 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
1	Explain fundamentals of retailing, including the definitions, features, importance, and functions of retail trade, as well as the distinctions between retail and wholesale trade.	<p><b>After completion of this module students will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Identify key differences between retail and wholesale trade.</li> <li>2. Explain role of retailers in the distribution channel.</li> <li>3. Explain retailer's role in marketing and customer service.</li> <li>4. Explain emerging trends in retail formats and its impact of these trends on the retail industry effectively.</li> <li>5. Identify and explains the features, advantages, and disadvantages of various store type like department stores, specialty stores, supermarkets.</li> <li>6. Estimates stock levels (minimum, maximum, reorder point) for a selected retail product and explains their significance.</li> <li>7. Describes the process of dispatching goods to customers comprehensively.</li> <li>8. Draw a store layout and visual merchandising from a visit to a retail store.</li> <li>9. Identify product types and customer bases for a local distributor.</li> </ol>
2	Conduct market surveys of customers and channel members for existing and new products	<p><b>After completion of this module students will be able to:</b></p> <ol style="list-style-type: none"> <li>2.1 Articulate the objectives of the market survey</li> <li>2.2 Execute the design of well-structured surveys, selecting appropriate methods</li> <li>2.3 Identify the diversity within the customer base and channel members, showcasing segmentation based on demographics, behaviors and preferences.</li> <li>2.4 Demonstrate the customers perceive existing products and the brand's positioning in the market</li> <li>2.5 Collect honest and constructive feedback from customers and channel members</li> <li>2.6 identify competitor preferences and customer choices showcasing an ability to address market dynamics</li> </ol>
3	Contribute significantly through teamwork in the retail industry and organizations	<p><b>After completion of this module students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Perform allocated task in a Team</li> </ul>

Module No.	Outcome	Assessment Criteria
		<ul style="list-style-type: none"> <li>• Demonstrate by Role-play scenarios an effective teamwork.</li> <li>• Project a positive image during customer interactions.</li> <li>• Perform in a Real-world scenarios and role-plays for identifying and satisfying customer needs.</li> <li>• Handle customer inquiries and concerns professionally.</li> <li>• Demonstrate capacity to help customers choose the right products.</li> <li>• Explain thorough product knowledge and recommendations.</li> <li>• Handle challenging customer situations in a controlled environment.</li> <li>• Fulfill customer orders efficiently, including packaging and delivery</li> </ul>
4	Develop capability for handling credit management of an outlet both receivables and payables	<p><b>After completion of this module students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Collect details of pending invoices from the distribution point every day before starting the beat</li> <li>• Gather credit ageing information of retailer bills and set beat objectives accordingly</li> <li>• Keep track of pending display payments and keep the distributor and organization's representative aware of the status.</li> <li>• Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status.</li> <li>• Reconcile both receivables and payables to outlets and settle all queries by customers on these issues</li> </ul>
5	Implement effective inventory management strategies to optimize stock levels, minimize overstock and enhance overall supply chain efficiency.	<p><b>After completion of this module students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Categorize products into A, B, and C classes based on their importance and value, showcasing understanding and application of the ABC analysis.</li> <li>• Determine optimal safety stock levels to mitigate the impact of unexpected demand fluctuations or supply chain disruptions.</li> <li>• Foster strong relationships with suppliers to ensure timely deliveries and better collaboration.</li> <li>• Implement Just-In-Time (JIT) inventory systems with reliable suppliers to reduce excess inventory.</li> <li>• Monitor inventory turnover rates to understand how quickly products move through the supply chain.</li> <li>• Implement advanced inventory management software to automate processes, track stock</li> </ul>

Module No.	Outcome	Assessment Criteria
		<p>levels in real-time, and generate accurate reports.</p> <ul style="list-style-type: none"> <li>• Conduct regular physical audits and cycle counts to ensure the accuracy of inventory records.</li> <li>• Identify and rectify discrepancies promptly to maintain data integrity, showcasing attention to detail and problem-solving skills.</li> </ul>
6	<p>Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.</p>	<p><b>After completion of this module students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Accurately identify and record various cash transactions in appropriate accounting books.</li> <li>• Demonstrate the ability to differentiate between different payment methods (cash, card, UPI).</li> <li>• Clearly define and explain key accounting concepts such as invoices, cash receipts, vouchers, and cash memos.</li> <li>• Successfully generate cash memos and other cash-related documents as needed.</li> <li>• Effectively manage returns, refunds, and exchanges by customers through role-play scenarios.</li> <li>• Maintains an accurate cash account and checks daily cash balances as required.</li> <li>• Distinguishes between cash basis and accrual basis of accounting.</li> <li>• Accurately define and use fundamental accounting terms, including event, transaction, account, capital, asset, liabilities, income, expenses, profit, loss, cost, and vouchers.</li> <li>• Identifies sources of accounting documents (invoice, cash memo, cheque).</li> <li>• Maintain and record transactions in journals, ledgers, cash books (single column, double column), and petty cash books.</li> <li>• Demonstrate knowledge of GST concepts, its applicability, exemptions, SGST, CGST, and IGST calculations and compliance requirement.</li> <li>• Comply with TDS and TCS provisions, including deduction/collection timing.</li> </ul>
7	<p>Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel, internet basics.</p>	<p><b>After completion of this module students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Describe the functions of input and output devices effectively.</li> <li>• Differentiate between hardware and software</li> </ul>

Module No.	Outcome	Assessment Criteria
		<ul style="list-style-type: none"> <li>• Create, edit, and format text documents in MS Word effectively.</li> <li>• Insert headers, footers, page numbers, time/date, in MS Word document appropriately.</li> <li>• Successfully insert tables, images, and graphical elements in documents.</li> <li>• Execute mail merge to generate personalized documents accurately.</li> <li>• Configures page setup options and demonstrates paragraph spacing/indentation techniques effectively.</li> <li>• Demonstrates creating a worksheets, working with cells, and the formula bar proficiently.</li> <li>• Effectively explores and utilizes important features of MS Excel like sort, filter, insert charts (line, bar, column, pie) to represent accounting data with precision.</li> <li>• Use function like SUM, AVERAGE, MAX, MIN, IF, AND, OR, SLN, DB, COUNT, COUNTIF, ROUNDUP, VLOOKUP</li> <li>• Send and receive email with attachment.</li> <li>• Use Search engines to get necessary information.</li> </ul>
8	Perform online business with digital marketing, logistics, and legal considerations	<p><b>After completion of this module students will be able to:</b></p> <p>8.1 Explain e-commerce through clear examples  8.2 Trace the development of online businesses and assess their impact on current e-commerce practices  8.3 Identify various e-commerce models  8.4 Set up a online store, selecting appropriate platforms and tools  8.5 Implement digital marketing strategies  Apply customer relationship management techniques to enhance customer satisfaction and retention  8.6 Analyze logistics and fulfillment processes including order processing, inventory management and shipping options.</p>
9	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.)
10	Employability Skill	As per guided curriculum

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

SI 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
12	Simulated warehouse or storage area for hands-on learning	1
13	Arrangement with local wholesale distributors for student visits and observations	1
14	Arrangement with various retail stores for student visits and comparative analyses	1
15	Access to Warehouse/Distribution Centre for student visits to observe receiving and storage processes	1
16	Personal Protective Equipment (PPE) set such as gloves, and aprons	30 set
17	First aid kits	5 set
18	Fire extinguishers	1
19	Security cameras and surveillance equipment	2 set
20	Security tags and sensors	2 set
21	Access control systems	1 set
22	mock retail store environment with Samples of retail products	1
23	Sample credit application forms and templates	As reqd
24	Sample cash management documents (invoices, cash receipts, vouchers)	As reqd
25	Money and cash handling equipment	As reqd
26	card readers	1
27	Simulated store setup or area	1
28	Educational posters and visual aids illustrating safety and security concepts	As reqd
29	Visual aids, charts, and diagrams for illustrating merchandise planning	As reqd
30	Samples of effective signage and shopping guides	As reqd
31	camera	1
32	Mannequins and dress forms for creating clothing displays	As reqd
33	Display fixtures (shelves, racks, tables)	As reqd
34	Signage materials (e.g., foam boards, markers)	As reqd
35	Merchandise props and accessories for creating visually appealing displays	As reqd



### Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr marks	Total OJT 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	70	0
Conduct market surveys of customers and channel members for existing and new products	RET/3206/OC2	20	80	0
Contribute significantly through teamwork in the retail industry and organizations	RET/3206/OC4	20	80	0
Develop capability for handling credit management of an outlet both receivables and payables	RAS/N0604	20	80	0
Implement effective inventory management strategies to optimize stock levels, minimize overstock and enhance overall supply chain efficiency.	RET/3206/OC6	20	80	0
Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.	RET/3205/OC6	20	80	0
Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel, internet basics.	RET/3205/OC7	20	100	0
Perform online business with digital marketing, logistics, and legal considerations	MEP/2501/OC6	20	80	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	RET/3207/OC1	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0