

SUBJECT: RETAIL STORE AND E-COMMERCE ASSOCIATE (Part 1) (RSE1)**CLASS XI****SEMESTER I****THEORY****(MCQ Type Question)****FULL MARKS: 20****TOTAL PERIODS: 45 HOURS**

UNIT	Topic	No. of periods assigned	Marks
UNIT 1	Nature and Principles of Retailing	16	7
UNIT 2	Inventory Management	18	8
UNIT 3	Introduction to e-commerce	11	5
TOTAL		45	20

DETAIL SYLLABUS

UNIT	TOPIC / SUB-TOPIC	NO. OF PERIODS ASSIGNED
UNIT 1	NATURE AND PRINCIPLES OF RETAILING Define basic concepts like retail trade and wholesale trade and their differences - Identify the features, importance and functions of retail trade - Knowledge of different types of retailing and their differences - Understanding of different types of retail stores, their respective features, advantages and disadvantages.	16
UNIT 2	INVENTORY MANAGEMENT Define the concept of a product and its different types - Understanding the concept of inventory and its types - Estimation / Computation of different stock levels / requirements - Preparation of purchase requisitions and credit applications to suppliers - Understanding the procedure of receiving goods and their proper storage - Evaluation and recording of inventory of goods - Understanding the proper handling of goods and their safety - Understanding the process of dispatching goods.	18
UNIT 3	INTRODUCTION TO E-COMMERCE Define the concept of e-commerce and its different forms [B2B, B2C, C2C, B2G e-commerce] - Distinguish between e-commerce and e-business / traditional business - Features and scope of e-commerce - Identify the merits as well as demerits and threats involved in e-commerce.	11

Outcomes for Retail Store and E-commerce Associate

Outcomes to be assessed	Assessment criteria for the outcome
1. Explain different types of retail trades and retail stores.	<p>The candidate/ trainee should be able to –</p> <ul style="list-style-type: none"> 1.1 Define the concept of Retail Trade 1.2 Recognize the importance/ impact of retail trade in modern business 1.3 Distinguish between Wholesale Trade and Retail Trade 1.4 Identify the functions of a retailer 1.5 Explain different types of retail trade (itinerant retailers & fixed shop retailers; small-scale & large-scale retailers, etc.) and distinguish between them 1.6 Identify different types of retail stores
2. Perform inventory control management	<p>The candidate/ trainee should be able to –</p> <ul style="list-style-type: none"> 2.1 Define products/goods 2.2 Identify different types of products/goods (consumer and industrial goods, as well as their sub classification based on standard/grade, price, style, etc.) 2.3 Explain the concept of inventory and its various types (merchandising and manufacturing) 2.4 Estimate different stock requirements (computation of stock levels from given data – Minimum, Maximum, Reorder, Danger levels and Reorder Quantity) 2.5 Prepare purchase requisitions and credit Applications to suppliers 2.6 Demonstrate the procedure of receiving goods and their proper storage 2.7 Ensure appropriate handling of goods and their safety 2.8 Evaluate and record inventory of goods 2.9 Determine the process of dispatch of goods
3. Identify various components of e-commerce system.	<p>The candidate/ trainee should be able to –</p> <ul style="list-style-type: none"> 3.1 Explain the concept of e-commerce 3.2 Distinguish between e-commerce and traditional

	<p>business</p> <p>3.3 Explain the features and scope of e-commerce</p> <p>3.4 Identify the limitations and threats involved in e-commerce</p> <p>3.5 Identify the resources required for successful implementation of e-commerce</p> <p>3.6 Explain the concepts of direct marketing, e-banking and mobile commerce</p> <p>3.7 Monitor content of the e-commerce website ensuring all product details are mentioned correctly</p> <p>3.8 Demonstrate the different payment methods that are available for e-commerce</p> <p>3.9 Examine the effectiveness of the different payment options provided at checkout</p> <p>3.10 Ensure hassle-free customer shopping experience</p>
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SEMESTER II

THEORY

SHORT ANSWER TYPE QUESTIONS (SAQ) AND LONG ANSWER TYPE QUESTIONS (LAQ)

FULL MARKS: 30

TOTAL PERIODS: 63

UNIT	TOPIC	NO OF PERIODS ASSIGNED	SHORT ANSWER TYPE QUESTIONS (2 Marks)	SHORT ANSWER TYPE QUESTIONS (3 Marks)	LONG ANSWER TYPE QUESTIONS (Descriptive Type Questions) (5 Marks)	TOTAL
UNIT	Merchandise Planning	21	2x2 = 4		1x5 = 5	9
UNIT 5	Customer Services	28		3x3 = 9	1x5 = 5	14
UNIT 6	Recent Trends in E-Commerce	14	2x2 = 4	1x3 = 3		7
	TOTAL	63	08	12	10	30

DETAIL SYLLABUS

UNIT	TOPIC / SUB-TOPIC	NO. OF PERIODS ASSIGNED
UNIT 4	MERCHANDISE PLANNING Understanding of the concepts of merchandise and visual merchandising - Knowledge of different methods of internal and external display of goods and their respective appeal to customers - Knowledge of proper placement of shopping - Guides and signage for attracting customers' attention.	21
UNIT 5	CUSTOMER SERVICES Knowledge of different types of customers - Understanding of customer needs and the factors that influence customer buying Behaviour - Learning to identify potential or prospective customers - Understanding the process of establishing a bond with customers through efficient and effective interaction - Learning about communication skills necessary for optimum customer satisfaction - Knowledge about product demonstration, its usage, features and benefits - Learning the procedure of fulfilling customer orders.	28
UNIT 6	RECENT TRENDS IN E-COMMERCE Factors Responsible for E-Commerce Growth - Issues in Implementing E-Commerce - Trends in E-Commerce in Sectors (Retail, Banking, Tourism, Government, Education).	14

Outcomes for Retail Store and E-commerce Associate

Outcomes to be assessed	Assessment criteria for the outcome
4. Implement visual Merchandise plan.	The candidate/ trainee should be able to – 4.1 Define the meaning of merchandise 4.2 Understand the concept of visual merchandising 4.3 Identify different elements of visual merchandising 4.4 Explain internal and external display methods and their respective appeal to the customers 4.5 Identify and devise placement for shopping guides and signage
5. Provide customer services like interaction with customers, product information and product demonstration	The candidate/ trainee should be able to – 5.1 Explain different types of customers (new, loyal, impulse, discount, need-based, wandering) 5.2 Demonstrate identification of potential/ prospective customers (using few standard questions, e.g.) 5.3 Explore customers' needs (using few standard questions, based on the type of customer) 5.4 Explain the factors influencing customer behaviour

	<p>(e.g., income level, social background, education Level, etc.)</p> <p>5.5 Perform efficient and effective interaction with customers</p> <p>5.6 Enrich customer satisfaction through adequate and appropriate communication</p> <p>5.7 Establish bond with customers (demonstrate successful communication with customers to create a bond)</p> <p>5.8 Provide correct and requisite information about the product(s) to the customers</p> <p>5.9 Carry out product demonstration, as and when necessary</p> <p>5.10 Fulfill customer orders</p> <p>(The entire learning outcome can be assessed through specific case studies demonstrating the procedure of approach, introduction, demonstration, communication, persuasion, and conversion)</p>
<p>6. Identify recent emerging trends in E-commerce</p>	<p>The candidate/ trainee should be able to –</p> <p>6.1 Identify recent trends in E-commerce</p> <p>6.2 Explain the factors which are responsible for E-commerce growth</p> <p>6.3 Identify the issues or challenges faced in implementing E-commerce</p> <p>6.4 Identify evolving trends of E-commerce in banking sector</p> <p>6.5 Identify how retail sectors are using E-commerce for optimum benefit</p> <p>6.6 Illustrate how tourism sector is utilizing E-commerce for their benefit</p> <p>6.7 Illustrate new trends of E-commerce in the government work, or administration</p> <p>6.8 Illustrate how education sector (schools, colleges, universities) are using E-commerce in their activities.</p> <p>(The entire learning outcome can be assessed through specific case studies understanding and demonstration in different sectors, retail, banking, tourism, government and education)</p>

PROJECT / PRACTICAL

Practical		Total no. of periods = 144
SI No.	Details of Practical/ Project	Periods
1.	A small town retailer buys products from a wholesale distributor. The retailer is experiencing challenges in managing inventory due to the high minimum order quantities set by the distributor. In this context discuss the strategies to manage inventory and optimize orders.	15
2.	A traditional retail store is planning to launch an e-commerce platform. The owner is not sure about the differences between e-commerce and traditional business operations. In this context, illustrate the different forms of e-commerce with their key features and scope. Highlight the merits and demerits of e-commerce compared to traditional retail.	27
3.	An electronic store is receiving complaints about poor customer service. They need to identify the gaps and improve the customer interaction. Identify different types of customers and their needs. Illustrate communication skill and product demonstration for the optimum customer satisfaction.	27
4.	A fashion retailer wants to increase sales through better visual merchandising. They need to understand the impact of product placement and display. In this context illustrate methods of internal and external display of goods.	27
5.	A supermarket chain is facing issues with stock outs and overstocking. They need to implement better inventory management practices. In this context illustrate proper storage and handling procedures to minimize losses.	27
Project		
6.	Select a retail store and a wholesale business. Analyze their business models, functions, and importance in the supply chain. Present your findings in a report (Objective: Compare and contrast retail trade and wholesale trade)	5
7.	Visit various retail stores (e.g., supermarkets, department stores, specialty stores). Document their features, advantages, and disadvantages. Create a comparative chart or presentation (Objective: Understand different types of retail stores)	5
8.	Choose an e-commerce business and a traditional brick-and-mortar business in the same industry. Compare their operations, customer reach, and overall effectiveness. Create a comparative analysis report (Objective: Compare e-commerce with traditional business)	3
9.	Design a visual merchandising plan for a retail store. Include internal and external displays, product placements, and signage. Present your plan with sketches or a digital presentation (Objective: Understand visual merchandising techniques)	5
10.	Select one B2B, one B2C, and one C2C e-commerce platform. Analyze their business models, features, and scope. Present your analysis in a report or presentation (Objective: Select one B2B, one B2C, and one C2C e-commerce platform. Analyze their business models, features, and scope. Present your analysis in a report or presentation)	3