

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2021-2022

RETAIL (SUBJECT CODE - 401)

JOB ROLE : STORE OPERATION ASSISTANT
Class – X

COURSE OVERVIEW:

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

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

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

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

OBJECTIVES OF THE COURSE:

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

Followings are the main objectives of this course.

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

SALIENT FEATURES:

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

LIST OF EQUIPMENT AND MATERIALS:

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

Material Required for Store Operations Assistant:

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

Teaching/Training Aids:

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Flip Charts
6. Video and audio recorders

CAREER OPPORTUNITIES:

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

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

VERTICAL MOBILITY:

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

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

PRACTICAL GUIDELINES FOR CLASS X

Assessment of performance:

The two internal examiners assigned for the conduct and assessment of Practical Examinations each in **Secondary School Curriculum (Under NSQF)**. Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Viva based on Project -05 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -25 Marks

Students to make a PowerPoint presentation. Alternatively, if they can't be assigned a power point presentation then they can communicate their project work through practical file.

Suggested list of Projects –

1. Identify and visit two local retail outlets. Study the differences in store layout of both and report.
2. Visit a retail outlet in a nearby mall or market and discuss the visual merchandising tools applied in the store
3. Visit to a Retail Store and make project on accounting procedures used by the retailers e.g. Khata Bahi or Billing process of a retail shop in a Mall.
4. Visit to a retail store and to prepare the project on different activities involved in billing process in a store.
5. Modes of payment – visit to retail store and make a project on different modes of the payments used by the retailer.
6. Visit to retail store and prepare the project on different steps involved in order to handle the payments.

7. Visit to retail store and make project on different modes of retail transportation.
8. Visit to a retail store and identify the various responsibilities performed by a retail store one individual/ multi brands.
9. Visit to a retail store and identify the various steps involved in distinguish lay out of a store.
10. Visit to a retail store and identify the various steps involved in various types of merchandizing threats and opportunities.
11. Visit to a retail store and identify various threats and opportunities of any one merchandize.
12. Visit to a retail store and make the list of security check points and show it on a chart/layout.
13. Visit to a retail store and prepare a project on different methods used for material handling by the retailer.

Demonstration of skill competency in Lab Activities -20 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding, and
- d) Observation during the project.

Activity question to be created by internal examiner, to be conducted on the practical day (30 minutes).

Suggestive activities can be-

1. Role Play –
 - a. Barriers in retail communication
 - b. Retail selling skills

RETAIL (SUBJECT CODE 401)
CLASS - X
Total Marks: 100 (Theory-50 + Practical-50)

		UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A		Employability Skills		
	Term I	Unit 1 : Communication Skills-II	13	5
		Unit 2 : Self-Management Skills-II	07	
		Unit 3 : ICT Skills-II	13	
	Term II	Unit 4 : Entrepreneurial Skills-II	10	5
		Unit 5 : Green Skills-II	07	
		Total	50	10
Part B		Subject Specific Skills		
	Term I	Unit 1 : Delivery of Goods	25	20
		Unit 2: Retail store operation	25	
	Term II	Unit 3: Merchandise Planning	25	20
		Unit 4: Security Operation and Housekeeping in Retail	20	
		Total	95	40
Part C		Practical Work		
		Viva	75	05
		Practical File		25
		Demonstration of skill competency via Lab Activities		20
		Total	75	50
		GRAND TOTAL	220	100

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

DETAILED CURRICULUM/ TOPICS:

CLASS - X

Part-A: EMPLOYABILITY SKILLS

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

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

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Delivery of Goods	25
2.	Unit 2: Retail store operation	25
3.	Unit 3: Merchandise Planning	25
4.	Unit 4: Security Operation and Housekeeping in Retail	20
	TOTAL DURATION	95

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
1. Delivery of goods	1. Billing Procedure	<p>Session: Describes the basic understanding and Competencies for Billing Personnel</p> <ul style="list-style-type: none"> • State various types of Billing and Accounting Heads • Understanding basic accounting Terminologies related with Billing <p>Session: Handle the various modes of payment during the Billing process.</p> <ul style="list-style-type: none"> • Describes various modes of payments. • State the precautions to be taken while handling the mode of payments. • Understanding use of various Equipment's used in Payment Process <p>Activity: On the job to handle payments in Retail Organization.</p>
	2. Elements of Transportations	<p>Session: Describe the various modes of transport</p> <ul style="list-style-type: none"> • Common modes of retail transport. • Factors affecting modes of transport. Session: Identify objectives of loading and unloading • Describe the objective of loading and unloading. • Discuss the significance of loading and unloading. <p>Activity: Make a brief report on loading and unloading. Session: Identify the problems associated to retail transport.</p> <ul style="list-style-type: none"> • Types of problems faced during transportation in retail. • Solutions to overcome the problems in retail transportation.
	3. Delivery Procedure	<p>Session: Understand the various delivery procedure for delivery of items.</p> <ul style="list-style-type: none"> • Describe various delivery procedures for delivery of goods in malls, grocery shops and web based service. <p>Session: State the delivery process of Grocery/Small shops.</p> <ul style="list-style-type: none"> • Identify the methods for packing, bagging and arranging for delivery in departmental stores and malls. <p>Session: Identify the delivery process of grocery/small shops.</p> <ul style="list-style-type: none"> • State the method for packing, labeling, marking and arranging for delivery. • Process of home delivery. <p>Activity: Role play on customer handling ,packing,bagging and delivery of good</p>
	4. Laws of records maintenance	<p>Session : Identify the various records and maintenance followed in retail.</p> <ul style="list-style-type: none"> • State the various records and maintenance used in organized retail sector <p>Session : Understand the law of various records and maintenance</p> <ul style="list-style-type: none"> • Law for record and maintenance method used in small shops/ grocery shops/small scale industry.

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
2. Retail Store Operations	1. Store Layout	<p>Session: Competences required for store operations in retail knowledge.</p> <ul style="list-style-type: none"> • State whether the site is nearer to target market. • Describe the store area. • Describe the source of power and water supply. • State the component of store layout. <p>Session: Identify the formalities required for store layouts.</p> <ul style="list-style-type: none"> • State the design and location of the store. • Steps involved in preparing store layout. • Steps involved in identifying of store locations. <p>Session: Describe the location and proportion of space through numeric and visual space planning.</p> <ul style="list-style-type: none"> • Planning a layout for the store interior. • Describe the allocation of space based on sales margin products and strategy.
	2. Store Design	<p>Session: Describe the element if store planning and design.</p> <ul style="list-style-type: none"> • Describe the elements (store design objectives selling space, merchandise space, employee space, customer space, display area, fixture arrangements etc.) <p>Session: Identify the tips for Retail store Design.</p> <ul style="list-style-type: none"> • Store, frontage, signing, furniture, display, lighting. Decoration. • Tips for retail store design.
	3. Store Procedure	<p>Session: Describe the competences of core areas in store procedures</p> <ul style="list-style-type: none"> • learn core areas like store exterior store interior customer service and merchandise management <p>Session: identify the competitive analysis of store promotion</p> <ul style="list-style-type: none"> • learn from advertising agency public relation form marketing specialist to promote the product through retail <p>Session: Identify the opening and closing session in retail store</p> <ul style="list-style-type: none"> • opening procedure in retail store <p>closing procedure in retail store</p>
	4 Store maintenance	<p>Session: Managing the operations and maintenance of the retail stores.</p> <ul style="list-style-type: none"> • cleanliness of store premises depends on the maintenance of the store till merchandising with the customer goes on <p>Session :Manage the receipts of the products issued from the store</p> <ul style="list-style-type: none"> • product procurement and issues of product <p>Activity: On job orientation of receipts and issues of products from the store.</p>

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
3. Merchandise Planning	1. Kinds of merchandise	<p>Session: Be acquainted with terms and concepts of merchandise</p> <ul style="list-style-type: none"> • concept of merchandise • the functions of merchandise • planning of merchandising <p>Session :list out the rights and guidelines of merchandising</p> <ul style="list-style-type: none"> • types of rights • tips of merchandising <p>Session : identdy the kinds of merchandise</p> <ul style="list-style-type: none"> • Types of general merchandise
	2. Role and function of junior merchandise	<p>Session: Identify the roles and functions of junior merchandise</p> <ul style="list-style-type: none"> • Role of junior merchandise and their general function <p>Describe the various merchandise presentation</p> <p>Session: apply the function of junior merchandiser at different level</p> <ul style="list-style-type: none"> • General function of merchandiser • Functions of admiration merchandiser • Basic duties of merchandiser • Functions at different level • Function of divisional merchandise manager
	3. Visual merchandising and display	<p>Session : Identify the basic aspects of visual merchandising</p> <ul style="list-style-type: none"> • Meaning of visual merchandising • Aspects of visual merchandising • Elements of visual merchandising <p>Session :list out the functions ,principles and techniques of visual merchandising</p> <ul style="list-style-type: none"> • Functions of visual merchandiser • Principles of visual merchandising • Techniques of visual merchandising • Types of visual merchandising <p>Activities :Visit in various merchandising stores for observation</p>
	4. Duties and responsibilities of junior merchandiser	<p>Session: Describe the duties and responsibilities of the junior merchandiser</p> <ul style="list-style-type: none"> • Describe the various career opportunities in the retail Industry • Describe the purpose of knowing job • Describe the employee and employer rights and responsibilities in retail Industry • Describe the duties of junior merchandiser in business Promotion. <p>Session: Plan and prepare display of product</p> <ul style="list-style-type: none"> • Describe the purpose of display products • Describe the standards that the display should meet. <p>Activity: visit to a retail store to understand how displays should conform to the Company's requirement and standard.</p>

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
4. Security Operations and Housekeeping in Retail	1. Security points in retail store	Session: Identify the various security points. <ul style="list-style-type: none"> Purpose of security point in retail store. State the locations of security points in retail store.
	2. Role and function of security personnel	Session: Identify the roles and functions of security personnel <ul style="list-style-type: none"> role of security in retail store functions of security in retail store Activity :group discussion on advancement in securityfunctions in retail store
	3. Material handling in housekeeping	Session: Describing the competencies required for material handling in housekeeping <ul style="list-style-type: none"> Describe the competencies and skills required for housekeeping Session :Examine the process of material handling <ul style="list-style-type: none"> Procedure to handle the material used in retail housekeeping Session: identify and operate housekeeping equipments in retail department stores <ul style="list-style-type: none"> the materials and equipments techniques of housekeeping practices and protection of material Activity : role play on responsibilities of housekeepingwork
	4. Procedure in housekeeping	Session: Identify the competencies required for housekeeping in retail operations <ul style="list-style-type: none"> to describe housekeeping in retail outlets retail store and malls competencies required for housekeeping session applying housekeeping in the area of cleanliness hygiene safety disposal of waste competencies required in cleanliness hygiene waste disposal safety helath hazards Activity : Visit to retail store and observe what kind of method is applied for housekeeping of retail store