

RETAIL (Subject Code 401)
JOB ROLE: Store Operations Assistant
CLASS IX- X (SESSION 2019-2020)

1. 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.

2. 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.

3. SALIENT FEATURES OF RETAIL:

- 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.

4. CURRICULUM

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class IX and X opting for Skill subject along with general education subjects.

Theory	50 marks
Practical	50 marks
Total Marks	100 marks

The unit-wise distribution of periods and marks for Class IX is as follows:

	Units	No. of Periods Theory and Practical 200	Max. Marks for Theory and Practical 100
	Theory		
Part A	Employability Skills		
	Unit 1: Communication Skills -I	13	10
	Unit 2: Self-management Skills -I	07	
	Unit 3: Information and Communication Technology Skills – I	13	
	Unit 4: Entrepreneurial Skills - I	10	
	Unit 5: Green Skills - I	07	
	Total	50	10
Part B			
	Unit 1: Introduction to Retail	25	40
	Unit 2: Receiving and Storage of Goods	25	
	Unit 3: Stock Levels in Storage	25	
	Unit 4: Customer Service	20	
	Total	95	10
Part C	Practical		
	Project	55	15
	Practical File / Report / Portfolio Power Point presentation		15
	Demonstration of skill competency via Lab Activities		20
	Total	200	100

Part B: Skills

Sl.No.	Units	Duration (Periods)
1.	Introduction to Retail	25
2.	Receiving and Storage of Goods	25
3.	Stock Levels in Storage	25
4.	Customer Service	20
Total		95

Unit 1: Introduction to Retail			
Learning Outcome	Theory	Practical	Total Duration
<i>1. State basics of retailing</i>	<ol style="list-style-type: none"> 1. Meaning of retailing 2. Function and essential requirements of retailers 3. Retailer's services to customers 	<ol style="list-style-type: none"> 1. Visit to a retail store for identify the various sections of the retail 2. Observe the basic functions and requirements of retailers in the retail store 	06
<i>2. Distinguish between organised and unorganised retailing</i>	<ol style="list-style-type: none"> 1. Meaning of organised and unorganised retailing 2. Differences between organised and unorganised retailing 	<ol style="list-style-type: none"> 1. Identify the various organized retail formats from the given retail formats 2. Identify the various un- organized retail formats from the given retail formats 3. List the different formalities 4. required for organized and unorganized retailing 	06
<i>3. Differentiate between store and non-store retailing</i>	<ol style="list-style-type: none"> 1. Meaning of store and non-store retailing 2. Classification of store and non-store retailing 	<ol style="list-style-type: none"> 1. Identify the various store retailing from the given retail formats 2. Identify the various non- store given retail formats 3. List the different 	07

		formalities 4. required for store and non- store retailing	
4. <i>Identify Indian and global retailers</i>	1. Meaning of Indian and global retailers 2. Major player of Indian and global retailers	1. Visit to Indian and Global retail formats write observations and prepare report.	06
	Total		25
Unit 2: Receiving and Storage of Goods			
<i>Learning Outcome</i>	<i>Theory</i>	<i>Practical</i>	<i>Total Duration</i>
1. <i>Classify types of retail goods</i>	1. Meaning of goods. 2. Types of consumer goods 3. Give example of 4. consumer and durable goods	1. Chart out consumer goods from given goods. 2. Practice the retail operations	05
2. <i>Select suitable procedure of receiving goods</i>	1. Describe the receiving procedure 2. Dispatching stock to stores 3. Refusal procedure of goods delivered 4. List out the various check points while receiving goods	1. Receive the goods in proper manner 2. Demonstrate the goods receiving procedure 3. Handle the dispatching procedure 4. Role play on process of refusal of products 5. Check the goods as per 6. requirements while receiving the goods	05

3. <i>Store the received goods in suitable places</i>	<ol style="list-style-type: none"> 1. Meaning and need of storage of goods 2. Techniques of storage of goods 3. Precautions for storage of goods 4. Advantages of various storage techniques 5. Recording procedure of goods received 	<ol style="list-style-type: none"> 1. Arrange the goods in appropriate places. 2. Check the temperature as per the nature of goods 3. Follow all administrative procedures while store the goods 	05
4. <i>Demonstrate the process of goods handling</i>	<ol style="list-style-type: none"> 1. Importance of goods handling 2. Precautions to be taken while handling goods 	<ol style="list-style-type: none"> 1. Handle the different types of goods with suitable equipments. 2. List steps in goods management process in a given situation 	05
5. <i>Operate material handling equipments</i>	<ol style="list-style-type: none"> 1. Name the types of material handling equipments. 2. Factors affecting selection of equipments. 	<ol style="list-style-type: none"> 1. Operate various types of material handling equipments. 2. Manage material handling services performed during retailing process. 	05
Total			25

Unit 3: Stock Levels in Storage

Learning Outcome	Theory	Practical	Total Duration
1. <i>Identify stock level and maintain proper levels in retail store</i>	<ol style="list-style-type: none"> 1. Meaning of stock level 2. Types of stock levels 3. Need for managing stock level in retail 	<ol style="list-style-type: none"> 1. Check the stock levels time to time. 2. Identify the un-sale stocks & find out expire date. 3. Maintain stock levels and prepare stock records. 	06
2. <i>List the documents required for stock handling</i>	<ol style="list-style-type: none"> 1. Documents for stock receiving 2. Procedure for checking stock levels 3. Reporting deviations 	<ol style="list-style-type: none"> 1. Prepare a list of documents required for stock handling 2. Check the stock levels and report in 	06

		proper way	
3. <i>Select appropriate storage space</i>	<ol style="list-style-type: none"> 1. Concept of floor plan 2. Allocation of space 3. Types of space 4. Shortage storage space 	<ol style="list-style-type: none"> 1. Prepare the floor plan 2. Allocate space 3. Handle problems in shortage of space 	07
4. <i>State various types of material handling equipment.</i>	<ol style="list-style-type: none"> 1. Meaning of handling equipment 2. Factors affecting selection of equipments. 3. Types of handling equipment in retail store 4. Functions of the handling equipment 5. in retail store 	<ol style="list-style-type: none"> 1. State the factors for designing the material handling system. 2. Operate various material handling equipments 3. Handle material handling services performed during retailing process. 4. performed during retailing process. 	06
Total			25

Unit 4: Customer Service			
Learning Outcome	Theory (08Period)	Practical (12Period)	Total Duration (20Periods)
<i>1. Explain customer needs and customer service</i>	<ol style="list-style-type: none"> 1. Meaning of consumer and customer 2. Basic needs of the customer at retail outlet 3. Customer service concepts 4. Role of customer service in retail 5. Elements of customer services 6. Advantages of customer service 	<ol style="list-style-type: none"> 1. Differentiate between consumer and customer with case study. 2. Perform customer service at retail store as per customer need 3. Role play on customer service given by trainee associate in a given situation. 	4
<i>2. Describe effective customer service</i>	<ol style="list-style-type: none"> 1. Effective customer service 2. Dealing effectively with customer at retail outlet 3. Effective ways to build customers rapport 	<ol style="list-style-type: none"> 1. Estimate customer behaviour 2. Convince the customers with good presentation skills 	5
<i>3. Demonstrate the organization standards by appearance and behaviour</i>	<ol style="list-style-type: none"> 1. Standard set for staff appearance 2. Precautions taken by male and female staff 3. Staff behaviour in organization 4. Dealing with the customer 5. Dealing with the superior 6. Dealing with the colleague 	<ol style="list-style-type: none"> 1. Draw on the chart standard of appearance 2. Follow the precautions working in male staff and female staff 3. Deal customers with effective techniques 	6

<p><i>4. Identify and confirm customer expectations</i></p>	<ol style="list-style-type: none"> 1. Meaning of customer expectation 2. Identify customer expectation 3. Customer expectation from retailer 4. Confirm customer expectation 5. Respond to customers 	<ol style="list-style-type: none"> 1. Recognize the customer expectation 2. Respond to customer expectations and attending queries properly 	<p>5</p>
<p>Total</p>			<p>20</p>

The unit-wise distribution of periods and marks for Class X is as follows:

CLASS X (SESSION 2019-2020)			
	Units	No. of Hours for Theory and Practical 200	Max. Marks for Theory and Practical 100
Part A	Employability Skills		
	Unit 1: Communication Skills –I	13	10
	Unit 2: Self-management Skills –I	7	
	Unit 3: Information and Communication Technology Skills – I	13	
	Unit 4: Entrepreneurial Skills – I	10	
	Unit 5: Green Skills – I	7	
	Total	50	
Part B	Vocational Skills		
	Unit 1 : Delivery of Goods	25	40
	Unit 2: Retail store operation	25	
	Unit 3: Merchandise Planning	25	
	Unit 4: Security Operation and housekeeping in Retail	20	
	Total	95	
Part C	Practical Work		
	Viva based on Project	55	15
	Practical File / Report / Portfolio Power Point presentation		15
	Demonstration of skill competency via Lab Activities		20
	Total	200	100

5. 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. Dangers
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

6. **PRACTICAL GUIDELINES**

A. Practical Guidelines of Class IX

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

2. Marks for record, Viva Project etc., in respect of **Secondary School Curriculum (Under NSQF) OF School Certificate Examination:**

Marks allotted for laboratory Record, Viva Voice etc., should separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- (a) The **one internal and the other external**, 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.
- (b) In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical I.e. provided to the Examiners/Schools at the time of Examination.
- (c) Every effort should be made to reach a consensus on the marks to be awarded to individual candidates. If a difference of one or two marks still persists even after discussion the average marks should be awarded.
- (d) Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- (e) If irregularities are perceived by either examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- (f) The external examiner should assume responsibility of deposit of answer books & award list to the Board.
- (g) Award lists should be signed by both the examiners and should be sent separately through messenger/personally in a double sealed cover and not mixed

with the Answer-books. The answer-books can be delivered personally in the Board's office.

- (h) The related material will be collected by the external examiner from the allotted schools.
- (i) In other subject involving practical's, there will be only an external examiner.

4. 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:-

Project -10 marks

. Projects for the final practical is given below .Student may be assigned **Any one of the following**

1. **Visit a local food and grocery retail outlet. Study the category of products this store offers on the basis of a) type of product b) brand c) kind of handling**
2. **Visit the nearby market. Identify and sort the outlets on the basis of different types of product being handled by each store.**

Students should make a project file on the data collected for any of the above projects in a proper format. The marks can be allocated based on the quality of work done by the students as per the Curriculum

Viva based on Project -10 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/ Report / Assignment / Power Point presentation -10 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in retailing.

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 period.

Activity to be suggested by internal examiner, to be conducted on practical day.

Suggestive activities can be-

1. Retail sales talk: student to be assigned a brand and asked to sell in 2-3 minutes.
2. Students to prepare poster on either of the following two topics and asked to present

1. Safe practices
2. Careers in Retailing

B. Practical Guidelines of Class X

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum (Under NSQF) OF School Certificate Examination:

Marks allotted for laboratory Record, Viva Voice etc., should separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- (a) The **one internal** 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.
- (b) In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical I.e. provided to the Examiners/Schools at the time of Examination.
- (c) Every effort should be made to reach a consensus on the marks to be awarded to individual candidates. If a difference of one or two marks still persists even after discussion the average marks should be awarded.
- (d) Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- (e) If irregularities are perceived by either examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- (f) The external examiner should assume responsibility of deposit of answer books & award list to the Board.
- (g) Award lists should be signed by both the examiners and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.
- (h) The related material will be collected by the external examiner from the allotted schools.
- (i) In other subject involving practical's, there will be only an external examiner.

4. 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.

Project -10 marks

Project for the final practical is given below. Students may pickup either of the two–

- a) Identify and visit two local retail outlets. Study the differences in store layout of both and report.
- b) Visit a retail outlet in a nearby mall or market and discuss the visual merchandising tools applied in the store

Students should make a project file on the data collected on any one of the above projects in the proper format. The marks can be allocated based on the quality of work done by the students as per the curriculum

Viva based on Project -10 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/ Report / Assignment / Power Point presentation -10 Marks

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

- a) Trends in retailing
- b) Methods of store and non store retail transport

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-

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

7. 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 FOR BBA / B.COM IN UNIVERSITIES

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)