

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2020-2021

RETAIL (SUBJECT CODE 401)

JOB ROLE: STORE OPERATIONS ASSISTANT

CLASS – IX & 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)

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 Skills subject along with other subjects.

CLASS – IX (SESSION 2020-2021)

Total Marks: 100 (Theory-50 + Practical-50)

RETAIL (401) Class IX (Session 2020-21)			
	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A	Employability Skills		
	Unit 1 : Communication Skills-I	13	10
	Unit 2 : Self-Management Skills-I	07	
	Unit 3 : ICT Skills-I	13	
	Unit 4 : Entrepreneurial Skills-I	10	
	Unit 5 : Green Skills-I	07	
	Total	50	
Part B	Subject Specific Skills		
	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	40
Part C	Practical Work		
	Project	75	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		20
	Total		75
	GRAND TOTAL	220	100

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

CLASS – X (SESSION 2020-2021)

Total Marks: 100 (Theory-50 + Practical-50)

RETAIL (401)			
Class X (Session 2020-21)			
	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A	Employability Skills		
	Unit 1 : Communication Skills-II	13	10
	Unit 2 : Self-Management Skills-II	07	
	Unit 3 : ICT Skills-II	13	
	Unit 4 : Entrepreneurial Skills-II	10	
	Unit 5 : Green Skills-II	07	
	Total	50	
Part B	Subject Specific 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	75	05
	Practical File		25
	Demonstration of skill competency via Lab Activities		20
	Total		75
	GRAND TOTAL	220	100

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

PRACTICAL GUIDELINES FOR CLASS IX

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:-

Project -10 marks

Projects for the final practical is given below. Student may be assigned

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 -15 Marks

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

Suggested list of Practical –

1. Visit to a retail store and mention your observation on different functions of the retail store.
2. Visit your market and prepare list of at least five organized and unorganized retail formats giving reasons for each classification.
3. Visit of a retail store and to observe and report various types of material handling equipment deployed by the retailers.
4. Draw a chart on various staff appearance/dressing protocols deployed by the retailer.
5. Visit your market to identify, sort the detail outlet on basis of different products sold by them.

6. Visit your market to identify various exclusive outlet and multi-brand outlet given reasons of your choice in each case
7. 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
8. Visit the nearby market. Identify and sort the outlets on the basis of different types of product being handled by each store

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
 - a. Safe practices
 - b. Careers in Retailing

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