

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2020-2021

RETAIL (SUBJECT CODE 401)
JOB ROLE: STORE OPERATIONS ASSISTANT

RATIONALIZED CURRICULUM FOR CLASS-X FOR SESSION 2020-21 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		
	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	10
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	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: For Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

DETAILED CURRICULUM/ TOPICS:**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. <p>Session: Identify objectives of loading and unloading</p> <ul style="list-style-type: none"> • Describe the objective of loading and unloading. • Discuss the significance of loading and unloading. <p>Activity: Make a brief report on loading and unloading.</p> <p>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, labelling, 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 record 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"> • Laws for record and maintenance method used in small shops /grocery shops /small scale industry.

***Note:- To be assessed in practical only. No question shall be asked from this portion in Theory exams.**

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 • closing procedure in retail store
	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	Session: Be acquainted with terms and concepts of merchandise <ul style="list-style-type: none"> • concept of merchandise • the functions of merchandise • planning of merchandising Session :list out the rights and guidelines of merchandising <ul style="list-style-type: none"> • types of rights • tips of merchandising Session : identify the kinds of merchandise <ul style="list-style-type: none"> • Types of general merchandise
	2. Role and function of junior merchandise	Session: Identify the roles and functions of junior merchandise <ul style="list-style-type: none"> • Role of junior merchandise and their general function Describe the various merchandise presentation Session: apply the function of junior merchandiser at different level <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	Session : Identify the basic aspects of visual merchandising <ul style="list-style-type: none"> • Meaning of visual merchandising • Aspects of visual merchandising • Elements of visual merchandising Session :list out the functions ,principles and techniques of visual merchandising <ul style="list-style-type: none"> • Functions of visual merchandiser • Principles of visual merchandising • Techniques of visual merchandising • Types of visual merchandising Activities :Visit in various merchandising stores for observation
	4. Duties and responsibilities of junior merchandiser*	Session: Describe the duties and responsibilities of the junior merchandiser <ul style="list-style-type: none"> • Describe the various career opportunities in the retail industry • Describe the purpose of knowing job descriptions and responsibilities • Describe the employee and employer rights and responsibilities in retail industry • Describe the duties of junior merchandiser in a retail store • Describe the role of junior merchandiser in business promotion. Session: Plan and prepare display of product <ul style="list-style-type: none"> • Describe the purpose of display products • Describe the standards that the display should meet Activity: visit to a retail store to understand how displays should conform to the company's requirement and standard.

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 security functions 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 housekeeping work
	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 <ul style="list-style-type: none"> • applying housekeeping in the area of cleanliness hygiene safety disposal of waste • competencies required in cleanliness hygiene waste disposal safety health hazards Activity: visit to a retail store and observe what kind of method is applied for housekeeping of retail store

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