

# CBSE | DEPARTMENT OF SKILL EDUCATION CURRICULUM FOR SESSION 2020-2021

**RETAIL (SUBJECT CODE 801)**

**JOB ROLE: STORE OPERATIONS ASSISTANT**

**RATIONALIZED CURRICULUM FOR  
CLASS-XII FOR SESSION 2020-21**  
Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
<b>Part A</b>	<b>Employability Skills</b>		
	Unit 1 : Communication Skills-IV	13	10
	Unit 2 : Self-Management Skills- IV	07	
	Unit 3 : ICT Skills- IV	13	
	Unit 4 : Entrepreneurial Skills- IV	10	
	Unit 5 : Green Skills- IV	07	
	<b>Total</b>	<b>50</b>	<b>10</b>
<b>Part B</b>	<b>Subject Specific Skills</b>		
	Unit-1: Display of Product & Satisfy customer Needs	12	6
	Unit-2: Non- Store Retailing	13	6
	Unit-3: Retail Point – of Sale : An Overview	35	13
	Unit-4: Billing and Accounting	35	13
	Unit-5: Investor Handling	25	12
		<b>Total</b>	<b>120</b>
<b>Part C</b>	<b>Practical Work</b>		
	Project	90	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		10
			<b>Total</b>
	<b>GRAND TOTAL</b>	<b>260</b>	<b>100</b>

## **DETAILED CURRICULUM/TOPICS:**

### **Part-A: EMPLOYABILITY SKILLS**

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

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

### **Part-B – SUBJECT SPECIFIC SKILLS**

<b>S. No.</b>	<b>Units</b>	<b>Duration in Hours</b>
1.	Unit-1: Display of Product & Satisfy customer Needs	12
2.	Unit-2: Non- Store Retailing	13
3.	Unit-3: Retail Point – of Sale : An Overview	35
4.	Unit-4: Billing and Accounting	35
5.	Unit-5: Investor Handling	25
	<b>TOTAL DURATION</b>	<b>120</b>

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
<b>1.Display of products and satisfy Customer needs</b>	<b>1.1</b> Display of products and satisfy customer needs	<b>Session1:</b> Display of products and satisfy customer needs <ul style="list-style-type: none"> <li>Organize the display of products at the Retail store</li> <li>Establishing Customer needs</li> </ul>
	<b>1.2</b> Sale and Delivery of Products	<b>Session2:</b> Sale and Delivery of Products <ul style="list-style-type: none"> <li>Processing the sale of Products</li> <li>Delivery of Products to Customers</li> </ul>
	<b>1.3</b> Maintenance of Store Area & Communicate Effectively with Stakeholders	<b>Session3:</b> Maintenance of Store Areas & Communicate Effectively with Stakeholders <ul style="list-style-type: none"> <li>Maintenance and Cleaning of store area</li> <li>Communicate effectively with Stakeholders</li> </ul>
		<b>Activity: Visit to a hyper market and observe what are the communication methods using to effectively communication with stakeholders</b>
	<b>1.4</b> Duties and Responsibilities of Sales Supervisor	<b>Session4:</b> Duties And Responsibilities of Sales Supervisor <ul style="list-style-type: none"> <li>Identify the functions of Sales Supervisor</li> <li>Describe the duties and responsibilities of Sales Supervisor</li> </ul>
<b>2.Non -Store Retailing</b>	<b>2.1</b> E- Retailing Logistics	<b>Session1:</b> E- Retailing Logistics <ul style="list-style-type: none"> <li>Explain the meaning, advantages and shortcomings of e-retailing</li> <li>Identify relevance of e-retailing resources, information &amp; communication technology</li> <li>Identify success factors for e-retailing</li> </ul>
	<b>2.2</b> E- Marketing	<b>Session2:</b> E- Marketing <ul style="list-style-type: none"> <li>Discuss the concept of e-marketing</li> <li>State importance, advantages and shortcomings of e-marketing</li> <li>Differentiate e-marketing and traditional marketing</li> </ul>
	<b>2.3</b> Telemarketing	<b>Session3:</b> Telemarketing <ul style="list-style-type: none"> <li>Discuss the concept, advantages and shortcomings of Telemarketing</li> <li>Identify the various telemarketing technologies</li> <li>Categorize the telemarketing activities</li> </ul> <b>Activity : Make a collage on different companies or apps that promote E-marketing or Telemarketing</b>
	<b>2.4</b> Internet Business	<b>Session4:</b> Internet Business <ul style="list-style-type: none"> <li>Apprise the concept of internet business and its objectives</li> <li>Identify internet business subsets</li> <li>Discuss various issues on internet business</li> </ul>
<b>Activity: Make a brief report on impact of ICT on Educational services</b>		

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

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
<b>3. Retail Point-Of-Sale: An Overview</b>	<b>3.1</b> Introduction	<b>Session1:</b> Understanding Components of point of sale
	<b>3.2</b> Process of Point -of Sale	<b>Session2:</b> Understanding the Process of Point -Of-Sale
	<b>3.3</b> POS Marketing	<b>Session3:</b> Learning Point-of-Sale Marketing <b>Activity: Make a chart on the components used in POS system</b>
<b>4. Billing and Accounting Procedures in Retailing</b>	<b>4.1</b> Billing Procedure	<b>Session1:</b> Billing Procedure <ul style="list-style-type: none"> <li>Describe the basic Understanding &amp; Competencies for billing Personnel</li> <li>Handle the various modes of payments during billing process</li> </ul>
	<b>4.2</b> Fundamentals of Accounting	<b>Session2:</b> Fundamentals of Accounting <ul style="list-style-type: none"> <li>Understand the objectives, characteristics and types of accounting</li> <li>Analyse the applicability of the accounting principles and explain the advantages and limitations of accounting</li> </ul>
	<b>4.3</b> Journal, Ledger and subsidiary books*	<b>Session3: Journal, Ledger and subsidiary books</b> <ul style="list-style-type: none"> <li><b>Describe the features, contents of Journal</b></li> <li><b>Explain how to posting the entries in the ledger and what are the formalities followed for preparation ledger</b></li> <li><b>Classify the subsidiary books and explain how to prepare them</b></li> <li><b>Explain the types of cash book and how to prepare different cash books</b></li> <li><b>Describe the features of Bank reconciliation statement and explain the procedure for recon ciliated the cash and pass books</b></li> </ul>

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UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	<b>4.4 Trading, Profit&amp; Loss Account and Balance sheet*</b>	<b>Session 4: Trading, Profit&amp; Loss Account and Balance sheet*</b> <ul style="list-style-type: none"> <li>Describe the procedure involve in preparation of trading account</li> <li>Describe the procedure involve in preparation of profit &amp; loss account</li> <li>Appreciate the balance sheet and how to prepare a balance sheet in retailing</li> </ul> <b>ACTIVITY: MAKE THE FORMAT OF DIFFERENT LEDGERS ,BOOKS AND ACCOUNTS</b>
<b>5.Inventory Handling</b>	5.1 Introduction	Session1: Introduction <ul style="list-style-type: none"> <li>Understanding the basics of inventory handling</li> </ul>
	5.2 Process of inventory handling-I	Session2: Understand the Process of inventory handling-I
	<b>5.3 Process of inventory handling-II*</b>	<b>Session3:</b> <ul style="list-style-type: none"> <li><b>Understand the Process of inventory handling-II</b></li> </ul> <b>ACTIVITY:</b> <ul style="list-style-type: none"> <li><b>MAKE A FLOW CHART OF THE INVENTORY HANDLING PROCEDURE IN THE CHRONOLOGICAL ORDER</b></li> </ul>

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