

**RETAIL (CODE 801)**  
**JOB ROLE: Store Operations Assistant**  
**CLASS XI- XII (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 XI and XII opting for Skill subject along with general education subjects.

|                    |                  |
|--------------------|------------------|
| <b>Theory</b>      | <b>60 marks</b>  |
| <b>Practical</b>   | <b>40 marks</b>  |
| <b>Total Marks</b> | <b>100 marks</b> |

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

|               | <b>Particulars</b>                                            | <b>No. of Periods/Hours</b> | <b>Max. Marks</b> |
|---------------|---------------------------------------------------------------|-----------------------------|-------------------|
|               | <b>Theory</b>                                                 |                             |                   |
| <b>Part A</b> | <b>Employability Skills</b>                                   |                             |                   |
|               | Unit 1: Communication Skills –III                             | 13                          | 10                |
|               | Unit 2: Self-management Skills - III                          | 09                          |                   |
|               | Unit 3: Information and Communication Technology Skills - III | 06                          |                   |
|               | Unit 4: Entrepreneurial Skills - III                          | 16                          |                   |
|               | Unit 5: Green Skills – III                                    | 06                          |                   |
|               | <b>Total</b>                                                  | <b>50</b>                   | <b>10</b>         |
| <b>Part B</b> | <b>Vocational Skills</b>                                      |                             |                   |
|               | Unit 1: Fundamentals of Retailing                             | 20                          | 7                 |
|               | Unit 2: Process of Credit Application                         | 20                          | 7                 |
|               | Unit 3: Mechanism for Customers to Choose Right Products      | 20                          | 12                |
|               | Unit 4: Specialist Support to Customers                       | 20                          | 12                |
|               | Unit 5: Health and Safety Management                          | 20                          | 12                |
|               | <b>Total</b>                                                  | <b>100</b>                  | <b>50</b>         |
| <b>Part C</b> | <b>Practical Work</b>                                         |                             |                   |
|               | Viva based on Project                                         | 50                          | 10                |
|               | Practical File / Report / Portfolio Power Point presentation  |                             | 10                |
|               | Demonstration of skill competency via Lab Activities          |                             | 20                |
|               | <b>Total</b>                                                  | <b>50</b>                   | <b>40</b>         |
|               | <b>Grand Total</b>                                            | <b>200</b>                  | <b>100</b>        |

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

|               | Particulars                                                        | No. of Periods/Hour | Max. Marks |
|---------------|--------------------------------------------------------------------|---------------------|------------|
| <b>Part A</b> | <b>Employability Skills</b>                                        |                     |            |
|               | Unit 1: Communication Skills -IV                                   | 13                  | 10         |
|               | Unit 2: Self-management Skills - IV                                | 09                  |            |
|               | Unit 3: Information and Communication Technology Skills – IV       | 06                  |            |
|               | Unit 4: Entrepreneurial Skills – IV                                | 16                  |            |
|               | Unit 5: Green Skills – IV                                          | 6                   |            |
|               | <b>Total</b>                                                       | <b>50</b>           | <b>10</b>  |
| <b>Part B</b> | <b>Vocational Skills</b>                                           |                     |            |
|               | Unit-1: Display of Product & Satisfy customer Needs                | 15                  | 6          |
|               | Unit-2: Non- Store Retailing                                       | 15                  | 6          |
|               | Unit-3: Non – Store Relating                                       | 25                  | 13         |
|               | Unit-4: Billing and Accounting                                     | 25                  | 13         |
|               | Unit-5: Investor Handling                                          | 20                  | 12         |
|               | <b>Total</b>                                                       | <b>100</b>          | <b>50</b>  |
| <b>Part C</b> | <b>Practical Work</b>                                              |                     |            |
|               | Project Presentation                                               |                     | 20         |
|               | Practical File / Report / Portfolio Power Point presentation+ Viva |                     | 20         |
|               | <b>Total</b>                                                       | <b>50</b>           | <b>40</b>  |
|               | <b>Grand Total</b>                                                 | <b>200</b>          | <b>100</b> |

## 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. 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

## 6. PRACTICAL GUIDELINES

### A. Practical Guidelines of Class XI

#### 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 Senior Secondary School Curriculum 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.

- The two examiners, **one internal and the other external**, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum**. 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.
- 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.
- 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.
- 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.
- 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.
- The external examiner should assume responsibility of deposit of answer books & award list to the Board.
- 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.

- The related material will be collected by the external examiner from the allotted schools.
- 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-

The subject Teacher in charge of conducting practical may assign practical activities to the students so as to generate interest in students in the subject.

#### **Project +Presentation - 20 marks**

#### **Project for the final practical is given below-**

Visit a nearby store and enquire about

- a) Customer retention strategies
- b) Customer complaint
- c) Customer service offered and
- d) Complaint redressed method.

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

#### **Practical File and Viva -20 Marks**

**Guidelines for Project Preparation:** The final project work should encompass chapter on: a) Introduction, b) Identification of core and advance issues, c) Learning and understanding and d) Observation during the project period

#### **Topic for practical file and viva is as below –**

Visit at least four different types of retail outlet (fast food, apparels, shoes, food & grocery). Identify a) sales promotion activities and b) selling methods used in each one of them.

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

## **B. Practical Guidelines of Class XII**

### **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 Senior Secondary School Curriculum 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.**

- The two examiners, **one internal and the other external**, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum**. 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.
- 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.
- 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.
- 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.
- 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.
- The external examiner should assume responsibility of deposit of answer books & award list to the Board.
- 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.
- The related material will be collected by the external examiner from the allotted schools.
- 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:-

The subject Teacher in charge of conducting practical may assign practical activities to the students so as to generate interest in students in the subject.

**Project /Presentation – 20 marks**

Project for the final practical is given below-

Visit a retail store and study components, process and marketing at point of sale.

Marks breakup-

Project file Content -5 marks , Originality – 5 marks

Presentation Content – 5 marks , Presentation Style – 5 marks

Students should make a project file on the data collected 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.

**Practical File + Viva -20 Marks**

Visit a nearby store and examine either of the following and report: Billing and accounting procedure.

Marks breakup-

Project file Content -5 marks , Originality – 5 marks

Viva Question handling – 5 marks, Conceptual clarity in viva – 5 marks

**Guidelines for Project Preparation:** The final project work should encompass chapter on: a) Introduction, b) Identification of core and advance issues, c) Learning and understanding and d) Observation during the project period

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

## **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)