

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION,
MUMBAI - 51**

1	Name of Course	Certificate Course in Retailing (408115)																																															
2	Max. Nos. of Student	25 Students																																															
3	Duration	6 Months																																															
4	Type	Part Time																																															
5	Nos. of Days / Week	6 Days																																															
6	Nos. of Hours /Days	4 Hrs																																															
7	Space Required	Theory Class Room – 200 sqft Practical – 400 sqft																																															
8	Entry Qualification	S.S.C.																																															
9	Objective Of Syllabus/ introduction	The organized retailing sector has shown spectacular growth and has big opportunities for qualified persons in retail management																																															
10	Employment Opportunity	Job opportunities in operating business, retailing industry, in retail chains, outlets, malls in various functions like store management, projects, marketing, promotions, etc. Self employment like retailing has excellent opportunities. Etc																																															
11	Teacher’s Qualification	Graduate in any faculty with retailing operation exp.																																															
12	Training System	Training System Per Week <table><tr><td>Theory</td><td>Practical</td><td>Total</td></tr><tr><td>6 hrs</td><td>18hrs</td><td>24hrs</td></tr></table>						Theory	Practical	Total	6 hrs	18hrs	24hrs																																				
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13	Exam. System	<table><tr><td>Sr. No.</td><td>Paper Code</td><td>Name of Subject</td><td>TH/PR</td><td>Hours</td><td>Max. Marks</td><td>Min. Marks</td></tr><tr><td>1</td><td>40811511</td><td>Retailing</td><td>TH I</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>2</td><td>40811512</td><td>Entrepreneurial skill</td><td>TH II</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>3</td><td>40811521</td><td>Retailing</td><td>PR-I</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td>4</td><td>40811522</td><td>Entrepreneurial skill</td><td>PR-II</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td></td><td></td><td>Total</td><td></td><td></td><td>400</td><td>170</td></tr></table>						Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks	1	40811511	Retailing	TH I	3 hrs	100	35	2	40811512	Entrepreneurial skill	TH II	3 hrs	100	35	3	40811521	Retailing	PR-I	3 hrs	100	50	4	40811522	Entrepreneurial skill	PR-II	3 hrs	100	50			Total			400	170
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SYLLABUS

Theory - I

Retailing

Retail and Retail Environment

1. Organized Retail
2. Types of Formats of Retail and Verticals
3. Compliance and Legal Environment
4. Consumer Rights
5. Skills and Challenges in Retail Jobs
6. Safety, Security and Sanitation
7. Basic Arithmetic and Accounting

1. Customer Service
2. Retail Selling Skills
3. Steps in Selling and Cross Selling
4. Customer Retention and Loyalty
5. Complaint Management

Soft Skills

1. Communication Skills
2. Interpersonal Skills
3. Grooming

Practical - I

Retailing

Organized Retail structure

Objectives

Introduction to retailing

Evolution of Indian Retail organized vs. Unorganized Retail

Structure of Organized Retail

Challenges Faced in Organized Retail

Growth prospects in Organized Retail

Retail Formats

Hypermarkets Supermarkets

Discount Stores

Convenience Stores

Department Stores specialty Stores

E-Tailing

Malls

Retail Verticals

Insurance

Banking

General Merchandise

Food

Compliance and Legal Environment

Consumer Rights

Objectives Introduction

Consumer Rights

The 8 Consumer Rights

Right to Safety

Right to Information

Right to Choice

Right to be heard

Right to Redress Right to Consumer Education Right to Basic Needs

Right to Healthy Environment

Significance of Consumer Rights in Retail Context

Consumer Responsibility

Skills and Challenges in Retail Jobs

Objectives

Introduction

Skills required in Retail Jobs

Front End

- a. Positive attitude
- b. Confidence
- c. Good communication skills
- d. Good interpersonal skills
- e. Ability to persuade
- f. Ability to build rapport instantly
- g. Clarity of thought and presentation
- h. Listening
- i. Comprehension
- j. Mannerisms

Backend:

- k. Basic communication
- l. Interpersonal skills
- m. Need to be good with numbers
- n. Be attentive to detail.
- o. Time management

Challenges in Retail Jobs

Safety, security Sanitation.

Objectives

Introduction

General safety

Safe work practices

Electrical safety

Confined spaces

Accident reporting

Office/Store equipment safety Common office/store chemicals

Fire hazard

First Aid

Security

Shoplifting

Deterrence

Sanitation

House keeping

Basic Arithmetic and Accounting

Structure

Objectives

Introduction

Basic Arithmetic

Addition

Subtraction

Multiplication

Division

Fractions

Percentages

Basic Accounting

Debit

Credit

Golden rules of Accounting

- a. Personal Account
- b. Real Account
- c. Nominal Account

Journals

Ledgers

Trail Balance

Bank Reconciliation Statement

Profit and Loss Accounts

Final Accounts

Customer Service Interface:

Customer Service:

Structure

Objectives

Introduction

What is Customer Service?

How to Achieve Effective and Efficient Customer Service?

Need and Importance of Customer Service

Retain a Customer through Customer Service

Retail Selling Skills

Structure

Objectives

Introduction to Retailing

Selling in Different Retail Formats

Prerequisites of Selling

Attitude

Positive self talk

Personal hygiene and appearance

Understanding the store

Understanding the customer

Product knowledge

Steps in Selling and Cross Selling

Structure

Objectives

Introduction

Preparing to Sell

Positive frame of mind

Know your product

Know company procedures

The Selling Process

- Meet and greet the customer
- Initiating sales conversations
- Identifying customer needs and wants
- Matching products to needs and wants
- Handling Customer Objections

Cross Selling

Confirming and closing the sales

Customer Retention and Loyalty

Structure

Objectives

Introduction to Customer Loyalty

Customer Loyalty and Customer Retention

Factors affecting Customer Loyalty

Importance of Customer Loyalty

How to build Customer Loyalty

Complaint Management

Structure

Objectives

Introduction

Why do customers complain?

Types of complainers

How to look at Customer Complaints

How to manage Customers' Complaints

Challenges in Complaint Management

Soft Skills

Communication Skills

Structure

Objectives

Introduction

Importance of Communication

Oral Communication

Essentials of Oral Communication

Importance of Body Language in oral communication

Barriers affecting Oral Communication

Listening Skills

What is Listening

How to listen effectively

Barriers affecting effective listening

How to build effective communication

Basic English language skills

Interpersonal Skills

Structure

Objectives

Introduction

What are Interpersonal Skills?

Managing Perceptions

- What is “Managing Perceptions”

- Why do we need to manage perceptions

- How do we manage perceptions

Building Relationships

- With the Team Members

- With the Customers

Team Work

Benefits of Team work

- Essentials of Team work

Grooming

Objectives

Introduction

Advantages of grooming

Disadvantages of not being groomed

What is proper grooming

Men

Women

Theory - II

Entrepreneurial skill

Marketing- skill and concept
Brief idea of small scale unit
Technical skill
Financial institutes, lead bank for obtaining loans
Steps / rules for setting up of business/ production unit
Accounts, labor, capital etc
Man management, communication, motivation
Operational management
Market survey
Quality control
Visit to industrial units for collecting information to start the unit
Need of local area
Vat / sales tax other taxes
Registration of SSI, trade license,
Project report, proposal for loans etc

Practical - II

Entrepreneurial skill

Marketing- skill and concept
Brief idea of small scale unit
Operational management
Market survey
Quality control
Visit to industrial units for collecting information to start the unit
Need of local area
Vat / sales tax other taxes
Registration of SSI, trade license,
Project report, proposal for loans etc
Proforma for preparation of project
Introduction
Name
Tools required
Materials used for project
Procedure
Cost of project
Selling price
Profit
