

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

1	Name of Syllabus	<b>C. C. In RETAIL OPERATIONS ASSISTANT (408114)</b>																																								
2	Max.Nos of Student	25 Students																																								
3	Duration	6 Month																																								
4	Type	Part Time																																								
5	Nos Of Days / Week	6 Days																																								
6	Nos Of Hours /Days	4 Hrs																																								
7	Space Required	Workshop = 200 Sq feet Class Room = 300 Sq feet TOTAL = 500 Sq feet																																								
8	Entry Qualification	VII th Pass																																								
9	Objective Of Syllabus/ introduction	Retail Certification Program is designed to help individuals advance their retailing careers by improving their knowledge base and fostering the highest standards of service excellence.  The program is proposed with the following objectives: ➤ The course should generate employment opportunity for the mass population. ➤ It should also create an avenue to the employers to tap the talent at all levels and strata of the society.																																								
10	Employment Opportunity	All Retail companies																																								
11	Teacher’s Qualification	Graduate or post-graduate with B.Ed. and communication skills who has undergone training for teaching the course.																																								
12	Training System	<table><tr><th colspan="3">Training System Per Week</th></tr><tr><td>Theory</td><td>Practical</td><td>Total</td></tr><tr><td>6 Hours</td><td>18 Hours</td><td>24 Hours</td></tr></table>						Training System Per Week			Theory	Practical	Total	6 Hours	18 Hours	24 Hours																										
Training System Per Week																																										
Theory	Practical	Total																																								
6 Hours	18 Hours	24 Hours																																								
13	Exam. System	<table><tr><th>Sr. No.</th><th>Paper Code</th><th>Name of Subject</th><th>TH/PR</th><th>Hours</th><th>Max. Marks</th><th>Min. Marks</th></tr><tr><td>1</td><td>40811411</td><td>Overview of Retail and Retail Environment</td><td>TH-1</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>2</td><td>40811421</td><td>Retail and Retail Environment</td><td>PR-1</td><td>6 hrs</td><td>200</td><td>100</td></tr><tr><td>3</td><td>40811422</td><td>Consumer services &amp; communication 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>185</td></tr></table>						Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks	1	40811411	Overview of Retail and Retail Environment	TH-1	3 hrs	100	35	2	40811421	Retail and Retail Environment	PR-1	6 hrs	200	100	3	40811422	Consumer services & communication skill	PR-II	3 hrs	100	50			Total			400	185
Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks																																				
1	40811411	Overview of Retail and Retail Environment	TH-1	3 hrs	100	35																																				
2	40811421	Retail and Retail Environment	PR-1	6 hrs	200	100																																				
3	40811422	Consumer services & communication skill	PR-II	3 hrs	100	50																																				
		Total			400	185																																				

## **SYLLABUS - RETAIL OPERATIONS ASSISTANT**

### **Module 1: *Overview of 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

### **Module 2: *Customer Interface***

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

### **Module 3: *Soft Skills***

1. Communication Skills
2. Interpersonal Skills
3. Grooming

## **Overview of Retail and Retail Environment – Theory & Practical - I**

### **1. Organized Retail Structure**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 What is Retailing?
- 1.3 Evolution of Indian Retail
- 1.4 Organized vs. Unorganized Retail
- 1.5 Structure of Organized Retail
- 1.5 Challenges Faced in Organized Retail
- 1.6 Growth prospects in Organized Retail
- 1.7 Summary
- 1.7 Key Words
- 1.8 Self Assessment Questions

### **2. Types of Formats of Retail and Verticals**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Retail Formats
  - 1.2.1 Hypermarkets
  - 1.2.2 Supermarkets
  - 1.2.3 Discount Stores
  - 1.2.4 Convenience Stores
  - 1.2.5 Department Stores
  - 1.2.6 Specialty Stores
  - 1.2.7 E-Tailing
  - 1.2.8 Malls

- 1.3 Retail Verticals
  - 1.3.1 Insurance
  - 1.3.2 Banking
  - 1.3.3 General Merchandize
  - 1.3.4 Food
- 1.7 Summary
- 1.8 Key Words
- 1.9 Self Assessment Questions

### **3. Compliance and Legal Environment**

#### **4.Consumer Rights**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Consumer Rights
- 1.3 The 8 Consumer Rights
  - 1.3.1 Right to Safety
  - 1.3.2 Right to Information
  - 1.3.3 Right to Choice
  - 1.3.4 Right to be Heard
  - 1.3.5 Right to Redress
  - 1.3.6 Right to Consumer Education
  - 1.3.7 Right to Basic Needs
  - 1.3.8 Right to Healthy Environment
- 1.4 Significance of Consumer Rights in Retail Context
- 1.5 Consumer Responsibility
- 1.6 Summary
- 1.7 Key Words
- 1.8 Self Assessment Questions

#### **5.Skills and Challenges in Retail Jobs**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Skills required in Retail Jobs
  - 1.2.1 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
  - 1.2.2 Backend:
    - k. Basic communication
    - l. Interpersonal skills
    - m. Need to be good with numbers
    - n. Be attentive to detail.
    - o. Time management

### 1.3 Challenges in Retail Jobs

#### 1.3.1 What are the challenges in Retail Jobs?

#### 1.3.2 How do we handle the challenges?

### 1.3 Summary

### 1.4 Key Words

### 1.5 Self Assessment Questions

## **6.Safety, Security and Sanitation.**

### 1.0 Objectives

### 1.1 Introduction

### 1.2 General safety

#### 1.2.1 Safe work practices

#### 1.2.2 Electrical safety

#### 1.2.3 Confined spaces

#### 1.2.3 Accident reporting

#### 1.2.4 Office/Store equipment safety

#### 1.2.9 Common office/store chemicals

#### 1.2.10 Fire hazard

#### 1.2.11 First Aid

### 1.3 Security

#### 1.3.1 Shoplifting

#### 1.3.2 Deterrence

### 1.4Sanitation

#### 1.4.1 House keeping

### 1.5 Summary

### 1.6 Key Words

### 1.7 Self Assessment Questions

## **7. Basic Arithmetic and Accounting**

### Structure

### 1.0 Objectives

### 1.1 Introduction

### 1.2 Basic Arithmetic

#### 1.2.1 Addition

#### 1.2.2 Subtraction

#### 1.2.3 Multiplication

#### 1.2.4 Division

#### 1.2.5 Fractions

#### 1.2.6 Percentages

### 1.3 Basic Accounting

#### 1.3.1 Debit

#### 1.3.2 Credit

#### 1.3.3 Golden rules of Accounting

##### a. Personal Account

##### b. Real Account

##### c. Nominal Account

#### 1.3.4 Journals

#### 1.3.5 Ledgers

#### 1.3.6 Trail Balance

#### 1.3.7 Bank Reconciliation Statement

#### 1.3.8 Profit and Loss Accounts

#### **1.3.9** Final Accounts

### 1.4 Key Words

### 1.5 Self Assessment Questions

# **Consumer services & communication skill - Practical - II**

## **Customer Service Interface:**

### **1. Customer Service:**

Structure

Objectives

- 1.1 Introduction
- 1.2 What is Customer Service?
- 1.3 How to Achieve Effective and Efficient Customer Service?
- 1.5 Need and Importance of Customer Service
- 1.7 Retain a Customer through Customer Service
- 1.8 Summary
- 1.9 Key Words
- 1.10 Self Assessment Questions

### **2. Retail Selling Skills**

Structure

Objectives

Introduction to Retailing

Selling in Different Retail Formats

- 1.3 Prerequisites of Selling
  - 1.3.1 Attitude
  - 1.3.2 Positive self talk
  - 1.3.4 Personal hygiene and appearance
  - 1.3.5 Understanding the store
  - 1.3.6 Understanding the customer
  - 1.3.7 Product knowledge

Summary

Key Words

Self Assessment Questions

### **3. Steps in Selling and Cross Selling**

Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Preparing to Sell
  - 1.2.1 Positive frame of mind
  - 1.2.2 Know your product
  - 1.2.3 Know company procedures
- 1.3 The Selling Process
  - 1.3.1 Meet and greet the customer
  - 1.3.2 Initiating sales conversations
  - 1.3.3 Identifying customer needs and wants
  - 1.3.4 Matching products to needs and wants
- 1.4 Handling Customer Objections
- 1.5 Cross Selling
- 1.6 Confirming and closing the sales
- 1.7 Summary
- 1.8 Keywords
- 1.9 Self Assessment Questions

## **4. Customer Retention and Loyalty**

### **Structure**

- Objectives
- 1.1 Introduction to Customer Loyalty
- 1.2 Customer Loyalty and Customer Retention
- 1.3 Factors affecting Customer Loyalty
- 1.4 Importance of Customer Loyalty
- 1.5 How to build Customer Loyalty
- 1.6 Summary
- 1.7 Keywords
- 1.8 Self assessment questions

## **5. Complaint Management**

### **Structure**

- 1.0 Objectives
- 1.2 Introduction
- 1.3 Why do customers complain?
- 1.4 Types of complainers
- 1.5 How to look at Customer Complaints
- 1.6 How to manage Customers' Complaints
- 1.7 Challenges in Complaint Management
- 1.8 Summary
- 1.9 Keywords
- 1.10 Self Assessment Questions

### **Soft Skills**

#### **1.Communication Skills**

##### **Structure**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Importance of Communication
- 1.3 Oral Communication
  - 1.3.1 Essentials of Oral Communication
  - 1.3.2.Importance of Body Language in oral communication
  - 1.3.3 Barriers affecting Oral Communication
- 1.4 Listening Skills
  - 1.4.1 What is Listening
  - 1.4.2 How to listen effectively
  - 1.4.3 Barriers affecting effective listening
- 1.5 How to build effective communication
- 1.6 Basic English language skills
- 1.7 Summary
- 1.8 Key Words
- 1.9 Self Assessment Questions

#### **2. Interpersonal Skills**

##### **Structure**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 What are Interpersonal Skills?
- 1.3 Managing Perceptions
  - 1.3.1 What is “Managing Perceptions”
  - 1.3.2 Why do we need to manage perceptions
  - 1.3.3 How do we manage perceptions

- 1.4 Building Relationships
  - 1.4.1 With the Team Members
  - 1.4.2 With the Customers
- 1.5 Team Work
  - 1.5.1 Benefits of Team work
  - 1.5.2 Essentials of Team work
- 1.6 Summary
- 1.7 Key Words
- 1.8 Self Assessment Questions

### **3.Grooming**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Advantages of grooming
- 1.3 Disadvantages of not being groomed
- 1.4 What is proper grooming
  - 1.4.1 Men
  - 1.4.2 Women
- 1.6 Summary
- 1.7 Key Words
- 1.8 Self Assessment Questions

\*\*\*\*\*