

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI

1	Name of Syllabus	C. C. In Retail Operations (408116)																																															
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 = 400 Sq feet <u>Class Room = 200 Sq feet</u> TOTAL = 600 Sq feet																																															
8	Entry Qualification	S.S.C.																																															
9	Objective Of Syllabus/ introduction	To provide a trained man power to retail industries shopping malls. This area has wide job opportunities. There is to demand for retail professionals.																																															
10	Employment Opportunity	In retail industries, In shopping malls, store department, sales department etc.																																															
11	Teacher’s Qualification	Graduate B.Com. with markets and salesmanship experience of 1 Year.																																															
12	Training System	<table><tr><th colspan="7">Training System Per Week</th></tr><tr><td colspan="2">Theory</td><td colspan="2">Practical</td><td colspan="3">Total</td></tr><tr><td colspan="2">6 Hours</td><td colspan="2">18 Hours</td><td colspan="3">24 Hours</td></tr></table>						Training System Per Week							Theory		Practical		Total			6 Hours		18 Hours		24 Hours																							
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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>40811611</td><td>Accounting & Communication</td><td>TH-I</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>2</td><td>40811612</td><td>Retail Operation & Management</td><td>TH-II</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>3</td><td>40811621</td><td>Accounting & communication skills</td><td>PR-I</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td>4</td><td>40811622</td><td>Customer service & visit reports</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	40811611	Accounting & Communication	TH-I	3 hrs	100	35	2	40811612	Retail Operation & Management	TH-II	3 hrs	100	35	3	40811621	Accounting & communication skills	PR-I	3 hrs	100	50	4	40811622	Customer service & visit reports	PR-II	3 hrs	100	50			Total			400	170
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Theory - I Accounting & Communication

Communication :-

- Introduction to communication.
- Importance of communication
- Methods of communication
- Process of communication
- Barriers to communication
- Effective communication
- Time of Management.

Personality Development:-

- Developing a positive image.
- Importance of grooming
- Anger Management
- Behavioral Skills

Salesmanship (Basic knowledge)

- Fundamentals of good selling
- Types of Salesman
- Qualities of good salesman
- Recruitment of salesman
- Training of Salesman.
- Remuneration of Salesman.

Retail Loss prevention & Inventory shrinkage :-

- Safety and security at retail outlets.
- Handling of inventory shrinkages.
- Measure to reduce shop lifting.
- Importance of data security
- Retail security.

1) Fundamentals in Accounting :-

- Basic accounting terms.
- Journal Entries
- Ledger
- Subsidiary Books and Cash book.
- Preparation of different types of documents.]
- Introduction to tally Package.

Introduction to Retail Management

- Meaning of Retail & Retailing
- Type of Retailer
- Retailing in India
- Factor attracting global retailers to India
- Changes in the Social structure and consumer behaviour
- Retail as a career

Retail Market strategy and retail formats

- Meaning of Retail Market Strategy
- The strategic retail planning process.
- Evolution of retail formats
- Theories of retail development.
- The concept of life cycle in retail.
- Classification of retail formats.

Understanding the Retail consumer :-

- The need for understating consumer buying behaviour.
- The factors influencing the retail shopper.
- Customer decision making process.
- Types of customers.
- Meaning of customer loyalty.
- Gathering of customer information & enhancing loyalty.

Retail Store operations :-

- Store administration and Management process. (basics)
- Managing inventory at the store level.
- Managing receipts.
- Customer service at the store.
- The role of the store in managing events and promotions.

Stores Location :- (basics)

- Types of Location sites and retail
- Factors influencing retailers choice of location.
- Retail location strategies.
- Factors affecting the location of retail outlet.

Retail Store design and Visual merchandising

- Importance of store design.
- Exterior Store design
- Interior store design.
- Types of layout.
- Visual merchandising
- Methods of display.

Basics of Retail merchandising

- Meaning and solution of merchandising.
- Factors affecting the merchandising function.
- The role and responsibilities of the merchandiser.
- Merchandise sourcing
- Method of procuring merchandise.
- Retail pricing & factors affecting price.
- Element of retail price
- Developing a pricing strategy.
- Merchandise allocation.
- Evaluating merchandise performance.
- E-Retailing

Practical - I Accounting & communication skills

Communication Skills :-

- Introduction to communication.
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Practical - II Customer service & visit reports

On Job Training – 2 month

(After completion of above course)

Practical II contains visit & their reports of shopping malls & other retail industries.

Training Infrastructure.

- 1) Class Room having capacity of 25 students.
- 2) Arrangement of furniture for 25 students.
- 3) Overhead projectors = 1
- 4) LCD Projection system = 1
- 5) Computers for basic knowledge of Tally Accounting package = 5 Computers
- 6) Audio Visual Aids
 - a) Colour T.V. = 1
 - b) D.V.D. Player = 1
- 7) Printer (Laser) = 1

Books References :-

- 1) Retail Management by Swapna Pradhan (Himalaya Publication)
- 2) Retail Management by Suja Nair (Himalaya Publication)
- 3) Marketing Management by Philip Kotler & Sherlekar (Mc. Graw Publ.)
- 4) Effective Communication by Mulgaonkar & Menon.
- 5) Book Keeping and Accountancy by R.L. Gupta & Batiboi.

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