



Institute of Management Sciences
University of Lucknow
Proposed Course Structure
BBA (Retail)
(A Three-Year Degree Apprenticeship Program)



**<<Applicable for Colleges where the
apprenticeship is provided during IV AND OR
V and VI Semester>>**

(To be effective from the session 2023-24)

Program Overview

India is going to have the largest working age population in the world by 2030, but gainful employment for general stream students is a major challenge. Improving the employability of these students requires a new vision with curricula support for employment. Apprenticeship has a prominent role to play in equipping students across higher education, with industry relevant skills. This is one of the most effective ways to develop skilled manpower for the country. It provides industry based, practice oriented and outcome-based learning, enabling students to demonstrate professional abilities for potential employment and growth.

BBA in Retail is an Undergraduate three-year undergraduate apprenticeship embedded program designed by Retailers Association's Skill Council of India (RASCI) consisting of six semesters which is modified by Institute of Management Sciences, University of Lucknow. It has been modified for the purpose of creating uniformity and alignment of credit system between University and RASCI syllabus.

The program is a judicious mix of professional education in the form of apprenticeship along with general and Retail operations management education on the principles of dual learning methodology. BBA in Retail Operations is an Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general management subjects taught under any undergraduate management programme whilst necessary skill training that is required to perform supervisory role in Modern Retail Store Operations is embedded in the form of apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Thereby, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain supervisory position after completion of the three-year degree programme whilst fast tracking her/ his career progression.

Programme Objective

This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in the industry. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with these changes. The course is aimed at developing the skills of students in the finer aspects of Retail brands and business. Hands-on exposure through Retail Lab and software shall give the students a cutting edge in the industry.

Course Specific Objective:

PSO1: The main objective for the curriculum is to provide the learner with an overview of the retail industry, concepts and processes.

PSO2: To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.

PSO3: To instill in the students the importance of ethical and accountable behaviour for a Retail Manager and to help them understand the implications for the society at large.

PSO4: The program proposes to make students industry ready and to develop in them acumen of understanding retail trends and environment.

PSO5: The course curriculum focuses on practical exposure for students to enable them ready for rapidly changing retail industry technological environment.

BBA RETAIL BATCH (2023-2024)

SCHEME OF INSTRUCTION FOR BBA (Retail Operations)

I YEAR

SEMESTER – I

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSC 101	Introduction to Retail Operations	4	4	3 Hrs	75 U + 25 I
DSC 102	In Store Cashiering and Merchandising Operations– I	4	4	3 Hrs	75 U + 25 I
DSC 103	Business Communication Skill	4	4	3 Hrs	75 U + 25 I
DSC 104	Retail Business Environment	4	4	3 Hrs	75 U + 25 I
DSC 105	In Store Cashiering and Merchandising Operations– II	4	4	3 Hrs	75 U + 25 I
ELS 1	Communicative English	4	4	3 Hrs	75 U + 25 I
		24	24		

AA* Apprenticeship Assessment conduct by

Industry SK* Skill Test conduct by college

SEMESTER – II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSC 201	Managerial Economics	4	4	3 Hrs	75 U + 25 I
DSC 202	Sales Management	4	4	3 Hrs	75 U + 25 I
DSC 203	Customer Relationship Management	4	4	3 Hrs	75 U + 25 I
DSC 204	Fundamentals of Financial & Cost Accounting	4	4	3 Hrs	75 U + 25 I
DSE 205	Store Operations Management	4	4	3 Hrs	75 U + 25 I
ELS 2	Corporate Communication	4	4	3 Hrs	75 U + 25 I
		24	24		

AA* Apprenticeship Assessment conduct by

Industry SK* Skill Test conduct by college

YEAR II

SEMESTER – III

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSC 301	Enterprise Resource Planning(ERP)	4	4	3 Hrs	75 U + 25 I
DSC 302	FMCG/FMCD Sales&Distribution	4	4	3 Hrs	75 U + 25 I
DSC 303	Non-Store Retailing	4	4	3 Hrs	75 U + 25 I
DSE 304	Logistics and Supply Chain Management	4	4	3 Hrs	75 U + 25 I
DSE 305	Team Management –I	4	4	3 Hrs	75 U + 25 I
DSE 306	Team Management – II	4	4	3 Hrs	75 U + 25 I
	Project work:				
OJT-301	Distributor Salesman- Project Work (30 Hours) (RAS/Q0604)	-	1		Grade
OJT-302	Seller Activation Executive(30 Hours Project work) RAS/Q0105)	-	1		Grade
		24	26		

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Industry SK* Skill Test conduct by college

SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
	Apprenticeship-IV				
OJT-401	Retail trainee Associate (540 Hours) (RAS/Q0103)	23	10	3 Hrs	75 AA*+ 25 SK*
OJT-402	Retail Cashier (540 Hours) (RAS/Q0102)	22	10	3 Hrs	75 AA*+ 25 SK*
		45	20		

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Industry SK* Skill Test conduct by College

YEAR III

SEMESTER – V

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
	Apprenticeship- V				
OJT-501	Retail Sales Associate (RAS/Q0104) (1080 Hours)	45	20	3Hrs	75 AA*+ 25 SK*
		45	20		

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Industry SK* Skill Test conduct by College

SEMESTER – VI

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
	Apprenticeship-VI				
OJT-601	Retail Team Leader- (RAS/Q0105) (1440 Hours)	54	26	1 ½ Hrs	75*+ 25 SK*
		54	26		

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Industry SK* Skill Test conduct by College

ELS: English Language Skill; **DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **T:** Theory; **P:** Practical; **L:** Lab; **I:** Internal Exam; **U:** University Exam; **PR:** Project Report; **CV:** Viva-Voce Examination.

**PROPOSED SCHEME FOR CHOICE BASED CREDIT
SYSTEMS(CBCS) IN BBA RETAIL
PROGRAMME**

Sl.No	Course Category	No. of Courses	Credits Per Course	Credits
1	Discipline Specific Core-DSC	12	4	48
2	ELS (English Language Skills)	2	4	8
3	Discipline Specific Elective (DSE) Course	4	4	16
4	OJT	4	(10X2) + (20X1) + (26X1)	66
5	OJT Project	2	1	2
Total				140

Note:

1. IT related contents/lab will be evaluated through a internal/practical exam.
2. At the end of third year there will be a comprehensive viva-voce on all subjects studied & project undertaken during sixth semester and evaluation of project report.
3. Grades are awarded to both the project viva-voce and project report as per University Norms.
4. Colleges are instructed to have tutorial/ practical for every subject through group/individual student presentations, assignments, mini projects etc. and make the curriculum more student centric as per the latest guidelines of UGC.

Semester-I

DSC 101- Introduction To Retail Operations

Credits: 4

Subject Code: DSC 101

Hours: 40

Sr. No.	Course Objectives
1	To recognise the structure & functioning of retail sector.
2	To evaluate the process of retail stores operations.
3	To infer the processes associated with retail store practices.
Sr. No.	Course Outcome
1	The students will be able to comprehend the process, procedures of Retail Sector.
2	The students will be able to relate the systems & protocols of retail stores operations.
3	The students will be able to deconstruct the procedures of retail store practices.

Unit 1	Introduction to Retail & Product Displays:
	Retail -Traditional and Modern Retail in India - Retail Formats - Modern Retailing, organogram of a Modern Retail organisation under all sub-sectors of retail - Retail Supply Chain, setting up Product Displays: - Displaying Products on the Shelf - Labelling the product displays
Unit II	Preparing Products for Sale & Customer Assistance
	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale Customer Assistance: Qualities Required of a Trainee Associate and Various Customer Styles
Unit III	Resolving Customer Complaints& Promoting Loyalty Memberships
	Customer Complaint Handling Process - Modes and Sources of Customer Complaints Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships
Unit-IV	Maintaining Store Security
	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - -the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise

Reference

Book:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, AjayPandit (2017) Retailing Management, Tata McGraw Hill.
6. Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition, Oxford University Press (OUP)

DSC 102- In Store Cashiering & Merchandising Operations – I

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To comprehend the sales & marketing practices at retail stores.
2	To identify the system associated with stock management.
3	To interpret the process of merchandising & other auxiliary functions.
Sr. No.	Course Outcomes
1	The Learners will be able to demonstrate prompt practices at retail stores.
2	The learners will be able to assimilate the knowledge into practice of maintaining, inventory, warehousing, etc.
3	The Learners will be able to demonstrate practical knowledge associated with Visual Merchandising.

Unit-I	Service Cash Point/POS
	<p>Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS.</p> <p>Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer</p>
Unit-II	Processing Customer Orders and Exchanges
	<p>Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers- Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange • Consequences of not checking the ownership of the items.</p>
Unit-III	Processing Customer Payments and Goods Return
	<p>Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers.</p> <p>The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - - the process to identify overdue payments and customers who have gone over their credit limits.</p> <p>The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.</p>
Unit-IV	Health and Safety in Retail Sector
	<p>Identify the importance of health and safety in the store - the safety risks, hazards and the accidents that occur in the store - e the safety practices followed in the store - - the importance of housekeeping - the procedures for dealing with emergencies.</p>

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Swati Bhalla & Anuraag Singha , Visual Merchandising
4. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
5. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

DSC 103- Business Communication Skill

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To make the learners competent better employment opportunity & also acquire self employment skill.
2	To augment professional skills for the betterment of smooth communication at the workplace.
3	To explain various aspects of effective communication by emphasizing on the concept & theories of communication.
Sr. No.	Course Outcomes
1	The learner will be able to apply communication skills with proficiency.
2	The learners will be well equipping with effective communication skills within a professional skill.
3	The learners will be able to understand various nuances of communication to a greater extent.

Unit-1	Effective Communication
	Principles of effective communication- the reasons for barriers in communication- the solutions to typical communication barriers- the importance of effective listening skills- elements of effective verbal communication skills - when asking questions, providing and receiving information.
Unit-II	Professional Skills
	The need for professional Skills-the elements of professional skills required at the workplace- features and benefits of the elements of professional skills- the methods to practice the professional skills at workplace-Decision Making-Critical thinking- Interpersonal Skills- Personal presentation and grooming etiquettes- the importance / significance of communication skills in personal and professional life.
Unit-III	Introduction to Business Communication Skills
	The need for business communication- the methods to practice Business communication skills at the workplace. Writing Skills – Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints.
Unit-IV	Meetings & Report Writing
	Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, proposals-Oral Communication - one to one, one to many, delivering business presentations.

Reference Books:

1. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
2. Business Communication, Raman – Prakash, Oxford
3. The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
4. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, 9/e, Adler R Oxford

DSC 104 -Retail Business Environment

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Couse Objectives
1	To help the learners interpret various business environments.
2	To apply the various regulatory framework.
3	To interpret the various sales & marketing aspects of managing retail.
Sr. No.	Couse Outcomes
1	The learners will be able to comprehend know how of the business environment.
2	The learner will be able to operate the framework for effective retailing.
3	The learner will be able to predict various sales & marketing strategy for retail.

Unit-I	Introduction to Business Environment
	Nature and Significance of Business Environment-Types of Business Environment Environmental Analysis–Process, Importance and Limitations-Environmental Factors affecting Business Decisions-Techniques of Environmental analysis- SWOC / SWOT, PESTLE, QUEST-Business organisations and their goals. Retail Marketing Environment in India.
Unit-II	Retail sector in India
	Retail sector in India: Evolution of retail-Factors leading to growth of retail in India -Role of International retailing and international players in retail sector-FDI and its impact on retail sector-Organized & Unorganized retail.
Unit-III	Sub sectors of retail
	Brick Mortar Stores-FMCG / D sales & Distribution-E-Commerce / E-retailing-Direct sales- Features of B2B and B2C business models in Retail sector with examples
Unit-IV	Retail Sales & Marketing
	Meaning of marketing & sales-Meaning and concepts of Sales and Marketing - Production concept, Selling-concept, Societal, Marketing concept. Selling Vs marketing, Marketing Mix,-4 Ps of Marketing-the various functions of marketing & sales & in a Retail organization and the store-Introduction, Target Market & market segmentation-Gauging Growth Opportunities-Building a Sustainable Competitive Advantage,

Reference Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press
2. Gibson G. Vedamani, Retail Management, Mumbai: Jaico Publishing House
3. Lewison, D. M. and Delozier, W. M., Retailing, Columbus: Merrill Publishing Co.
4. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
5. Ogden, J.R. and Ogden, D.T, Integrated Retail Management, 1st Edition 2008, Bizantra.
6. Pradhan, S, Retailing Management, 2nd Edition 2007, Tata McGraw Hill.
7. S. L. Gupta & Arun Mittal, International Retailing

DSC 105 - In Store Cashiering & Merchandising Operations – II

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To be able to identify the basics of POS.
2	To demonstrate planograms at retail stores.
3	To distinguish the organizing the POS.
Sr. No.	Course Outcomes
1	The learners will be able to understand the basics of POS.
2	The learners will be able to distinguish the mechanism of defining products in a retail store.
3	The learners will be able to analyse & interpret various activities linked to sales management.

Unit-1	Visual Merchandising
	Introduction to Visual Merchandising - Introduction to visual merchandising displays - Planning visual merchandising displays - Role of design brief - Principles to set up visual merchandising displays - Dressing up visual merchandising displays - Health and safety in displays
Unit-2	Creating Positive Image of Self and Organisation in the Minds of Customers
	The importance of creating a positive image in the minds of the customers - Explain the importance of establishing - Discuss the need to communicate accurate information to the customers - how to respond appropriately to the customers
Unit-3	Working Effectively in a Team
	The importance of working effectively in the team - the importance of information, instructions and documentation in retail workplace - the importance of effective work habits - the required etiquette of the workplace - the significance of a positive attitude at the workplace
joining	Employability & Entrepreneurship Skills
	Personal Strengths & Value Systems -Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment -- Understanding Entrepreneurship - Preparing to be an entrepreneur.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
4. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
5. Iyer, B. Sriram (2011). Retail Store Operations, Tata Mc Graw Hill
6. Levy IM. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
7. Levy, Michale & Barton, Weitz, A (2003), Retailing Management, Tata Mc Graw
8. Hill. 3rd ed.
9. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
10. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

ELS 1 - Communicative English

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	The course is designed to meet the English conversational proficiency needs of individuals.
2	To demonstrate products at retail stores for customers.
3	To distinguish the English language terms at POS.
Sr. No.	Course Outcomes
1	The learners will be able to understand the basics of English Language.
2	The learners will be able to demonstrate professionalism in a retail store.

Unit-1	
	Practice of conversation covering every day activities, functional grammar – Subject, Verb, Noun, Adjectives, Tenses, Sentences, Articles, Prepositions.
Unit-2	
	Vocabulary – extend vocabulary, Phrases, Idioms, Improve reading skills – sounds, stress intonation, rhythm voice quality, develop listening comprehension, develop soft skills – interpersonal skills, ability to handle diverse roles, Role Play & body language.
Unit-3	
	Conference briefing, addressing seminar, group discussion, compeering, reading comprehension e.g. editorials, book reviews, articles, advertisements and fine prints, letter writing notices, invitations & resumes, report writing and presentation, function as mentors & be creative in organising programmes.
Unit 4	
	Public speaking, presentation, mock interviews, picture reading, e-mailing. Reading - to analyze grammatical error, paragraph writing letter writing, précis writing, job application, resume (for content appraisal), Learning Approach – interactive learning process with emphasis on participation, evaluation and feedback.

Reference Books:

1. Wren and Martin : English Grammar and Composition
2. John C. Maxwell, Jim Dornan : Becoming a person of Influence
3. Ken Blanchard : Empowerment Takes More than a Minute
4. Zig Ziglar : You Can Reach the Top
5. Hello English : Orient Longman
6. English is Easy : Orient Longman
7. Dale Carnegie : How to develop Self- Confidence & Influence People by Public Speaking
8. Speak English Audiocassettes & student's books – Orient Longman

Semester-II

DSC 201 Managerial Economics

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognise the role of pricing in markets and market structures.
Sr. No.	Course Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit-I	Introduction to Managerial Economics
	The concepts and application of managerial Economics-Meaning, Nature-Scope, relationship with other sciences & its Significance. Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.
Unit-II	Elements of Costs
	Elements of Cost-Average, Marginal & total cost, Basic cost Curves-Relation between production & cost, Break Even Analysis – Break Even point-Managerial use of B.E.P. and its limitation- Factors influencing P/V decisions.
Unit-III	Elements of Pricing
	The elements of pricing, profit planning & Management-Price output decisions, classification of Markets-Structures and their making features, Pricing under Perfect Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.

Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanith Agrawal, Pearson Education

DSC 202 Sales Management

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To understand the concept of managing retail sales and planning for effective sales management
2	To perform Retail Sales process by demonstrating specialist products to the customers
3	To understand the importance of personalized Sales & Post sales Service
4	To identify promotional opportunities and estimate their potential to increase sales.
Sr. No.	Course Outcomes
1	The learner will be able to identify the customer's preferences and buying decisions when making sales.
2	The learner will be able to apply sales techniques to suggest suitable products to customers.
3	The learner will be able to Demonstrate specialist products to customers.
4	The learner will be able to provide personalized sales and post sales service in retail store
5	The learner will be able to identify opportunities to increase sales of products

Unit-I	Retail Sales Planning
	Importance of planning, organizing schedules, significance of goal setting to achieve sales objectives, components of retail mathematics & its impact on profit & loss, elements of buying cycle for the customer, importance of product knowledge, features and benefits of products.
Unit-II	Retail Sales Management
	Basics of category management, rudiments of retail department management, retail sales process, demonstration of products & specialist products, proposing solutions by using FABING techniques, how to propose appropriate solutions / alternative products & handling customer objections, closing sale.
Unit-III	Managing Sales
	Upselling & Cross Selling and its impact on sales revenues, personalized sales & post sales service, process of sales on credit and credit application process management, managing sales promotions in retail stores

Reference Books

1. Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.
2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Retail Operations - Dr. Satendar Singh
4. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
5. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
6. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand

DSC 203 Customer Relationship Management

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To understand the concepts of CRM.
2	To identify the elements of CRM.
3	To understand the process and practices of customer services.
Sr. No.	Course Outcomes
1	The learners will be able to understand the role of Customer Relationship Management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able to manage customer engagement by providing customer service in B2B retail environment
4	The learners will be able to handle customer service concerns and efficiently resolve them to the satisfaction of the customers.

Unit-I	Introduction to CRM
	Characteristics of customer touch points at the store and their significance wrt Sales and Customer Service, how to identify customer needs and buying behavior, benefits of Customer Relationship Management (CRM) and its implication on Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-II	Elements of CRM
	Elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)
Unit-III	Customer Services
	processes and practices of customer engagement, providing customer service in B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies

Reference Books

1. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
2. Retail Supply Chain Management (Series on Resource Management) - James B. Ayers (Author), Mary Ann Odegaard (Author)
3. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
4. Retail Marketing in the Modern Age - Prashant Chaudhary

DSC 204 Fundamentals of Financial & Cost Accounting

Credits: 4
Hours: 40

Subject Code:

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in retail organization.
2	To recognize the role of cost accountancy and cost management in retail store operations
3	To describe the common practices of accounting in a department of a business organisation
Sr. No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in retail environment.
2	The learners will be able to classify cost accountancy and cost management in retail store operations.
3	The learner will be able to perform accounting practices in retail store operations.

Unit-I	Introduction to Financial Accounting
	<p>Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts in retail – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning & need *</p> <p>Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits *</p>
Unit-II	Accounting Practices
	<p>Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet</p>
Unit-III	Cost Accounting
	<p>Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control.</p>

Reference Books:

1. Basics of Accounting – Jain & Narang
2. Basics of Accounting – T. S. Grewal

DSE 205 Store Operations Management

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To understand the concept of Inventory management.
2	To organise and manage visual merchandising displays at the retail store.
3	To organise and ensure availability of products for sale on the sales floor
Sr. No.	Course Outcomes
1	The learners will be able to importance of inventory management
2	The learners will be able to explain the process of managing product displays & visual merchandising displays.
3	The learners will be able to explain the importance of ensuring availability of products on the sales floor always.
Unit-I	Inventory Management
	Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor
Unit-II	Product Display
	Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labeling the products on the shelf, standards of the product display throughout on the shelf, role of Visual merchandising displays in marketing, promotional and sales campaigns, principles of visual merchandising, design brief, role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.
Unit-III	Sales Floor Product Management
	Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organisational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods, organisation's standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to displaying goods, lain customers' legal rights in relation to the display of goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

Reference Books

1. Urvasi Makkar & Harindar kumar Makkar "Customer Relationship Management" Tata McGraw hill; Education Private limited, New Delhi
2. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
3. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
4. Ramanuja Majumdar "Consumer Behaviour: Insights from Indian markets" PHI learning Private Limited, New Delhi.
5. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

ELS 2 - Corporate Communication

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	The course is designed to understand the corporate communication ingredients for individuals.
2	To make employees understand business letters at corporate levels.
3	To distinguish between verbal and non-verbal communications.
Sr. No.	Course Outcomes
1	The learners will be able to understand the basics of corporate culture.
2	The learners will be able to demonstrate professionalism in a retail store.

Unit-1	Role of communication
	Defining and classifying communication – purpose of communication –process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis- 7 C's of Communication-Barriers to effective communication- Forms of Communication: one-to-one-informal and formal
Unit-2	Non Verbal Communication
	Relevance and effective usage, Para language, Chronemics, Haptics Proxemics, Body language, Object language Listening Skills: The process, importance and types of listening Effective Listening: Principles and Barriers Enhancing Listening Skills: Paraphrasing, Summarizing Guidelines to increase listening, Activities to enhance listening
Unit-3	Letter Writing, Cover Letters, Interview Follow Up Letters
	Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of reports- writing reports Group discussions – interview skills, Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – videoconferencing
Unit 4	Presentation skills
	What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid Negotiations skills: What is negotiations – nature and need for negotiation – factors affecting negotiation – stages of negotiation process – negotiation strategies

Reference Books:

1. Fred Luthans, Organizational Behaviour, Boston, McGraw-Hill, 8th edition, 1998
2. Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
3. Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
4. Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.

Semester–III

DSC 301 Enterprise Resource Planning (E R P)

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To outline the overall Framework of an enterprise system.
2	To understand the need for an ERP solution in a retailing organisation.
3	To describe the importance and functions of computer application system.
Sr. No.	Course Outcomes
1	The learners will be able discuss the features and factors that needs to be considered for ERP systems.
2	The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit-I	Introduction to ERP
	Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resourceplanning, factors that need to be considered in –Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems
Unit-II	ERP Solutions and Functional modules
	Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organisations, the significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation, need for business process management (BPM), the co-relation between ERP solution and BPM of an organisation, elements of BPM lifecycle, functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large) , the emerging trends in ERP.
Unit-III	Computer Skills
	Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, importance and functions of computer applications -MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software

Reference Books

- Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
- Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)

DSC 302 FMCG/FMCD Sales & Distribution

Credits: 4
Hours: 40

Subject Code:

Sr. No.	Course Objectives
1	To explain the concept of FMCG / FMCD.
2	To interpret the roles & responsibilities of stakeholders in FMCG distribution system.
3	To describe the best practices followed in managing distribution team.
Sr. No.	Course Outcome
1	The learners will be able to identify product categories in FMCG/FMCD.
2	The learners will be able to influence people through personal effectiveness.
3	The learners will be able to apply the best practices followed in distributor and retailer relationships.

Unit-I	FMCG & FMCD
	Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportationsystem, Storage, Distribution & retailing and post-sale services)
Unit-II	Distribution System
	Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management
Unit-III	Sales System
	Importance of data analysis and planning in sales, roles and responsibilities of a distributor salesperson (Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls

Reference Books

1. Distributor Salesman – RASCI Courseware
2. Sales and Distribution Management | Sixth Edition | By Pearson

DSC 303 Non-Store Retailing

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To understand the concepts of non-store retailing/ecommerce.
2	To identify the sales and marketing practices followed in e-retailing.
3	To explain the seller acquisition process for eCommerce platforms.
Sr. No.	Course Outcome
1	The learners will be able to describe the features of non-store retailing/ecommerce formats.
2	The learners will be able to explain the importance of technology platforms in e Retailing.
3	The learners will be able to perform the seller acquisition process for eCom platforms & Customer service fulfilment process.

Unit-I	Introduction to E-Retailing
	Features of non-store retailing formats, significance of ecommerce, growth prospects in eRetailing & e-commerce
Unit-II	E-Retailing Platform
	Sales and marketing practices in eRetailing, importance of stakeholder management in e-commerce environment, technology platforms in e Retailing, customer service/ product fulfilment process in eCommerce
Unit-III	E-Retail Management
	Significance of identifying competition and gathering market information to enhance business performance, significance of product catalogues on the e-com website, basics of category management on eRetailing platforms, statutory guidelines for sales on e-com sites, seller acquisition process for eCom platforms.

Reference Books

1. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
2. Seller Activation Executive – RASCI course material

DSC 304 Logistics and Supply Chain Management

Credits: 4
Hours: 40

Subject Code:

Sr. No.	Course Objectives
1	To understand the basics of supply chain and logistics.
2	To provide basic knowledge about Key Supply Chain Business Processes.
3	To provide basic knowledge about Purchasing and Supplier Management
	To understand role of IT in supply chain management.
Sr. No.	Course Outcome
1	The learners will be able describe the rudiments of supply chain management system
2	The learners will be able to outline the Key Supply Chain Business Processes.
3	The learners will be able to explain the importance of purchasing operations and supplier management.
4	The learners will be able to outline the role of IT in supply chain

Unit-I	Supply Chain Management and Logistics
	An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains– Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.
Unit-II	Key Supply Chain Business Processes
	Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.
Unit-III	Purchasing and Supplier Management
	Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.
Unit-IV	IT in supply chain management
	SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Role of IT–IT enabled SCM, Future of SCM.

Reference Books:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

DSE 305 Team Management- I

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To understand the significance of leading a team
2	To Know the importance of work planning and implementation
3	To understand the aspects of team performance management
Sr. No.	Course Outcome
1	The learners will be able to explain the role and responsibilities of a team leader.
2	The learners will be able to explain the rudiments of work planning and work implementation.
3	The learners will be able to explain the elements of team performance management

Unit-I	Leading a Team
	Roles and responsibilities of a team leader, teams purpose, aims and targets, responsibility for contributing to the team's success, importance of sharing work fairly with team members, importance of being a reliable team leader, importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues, importance of following the company's policies and procedures, Handle business communication mediums effectively, Communicating effectively with stakeholders & customers, Developing and sustaining effective working relationships with stakeholders
Unit-II	Work Planning and implementation
	Elements of work planning, prioritizing, and scheduling, elements of high-performance team, importance of planning and selecting a team in alignment with team and business goals, interviewing skills, significance of business ethics and values, basic principles of leadership - main styles of leadership; how own skills and qualities relate to the main features of leadership; building Trust & respect in leadership; Planning & Organizing; Leading change & innovation; Virtual/remote leadership techniques/ practices
Unit-III	Performance Management
	Principles of effective communication and how to apply them in managing a team, diversity of expertise, knowledge, skills and attitudes required to achieve the team purpose setting SMART (Specific, Measurable, Achievable, Realistic and Timebound) business goals, planning the achievement of store team objectives and the importance of involving team members in this process, co-relation between personal work objectives contributing to achievement of team objectives, coaching and feedback - purpose of coaching; situations when coaching is used; benefits of coaching; coaching styles and techniques

Reference Books

1. Retail Team Leader – RASCI Course Material
2. Retail Manager's Handbook – Andra Wheeler
3. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

DSE 306 Team Management- II

Credits: 4

Subject Code:

Hours: 40

Sr. No.	Course Objectives
1	To understand the concepts of conflict management.
2	To describe the process of conducting performance review.
3	To identify the importance of decision making and problem solving
Sr. No.	Course Outcome
1	The learners will be able to identify the methods and techniques that can be used to manage conflicts in team.
2	The learners will be able to describe the importance of feedback and coaching.
3	The learners will be able to know the importance of decision making and solving problems

Unit-I	Team Conflict Management
	Cause and effect of conflict in the place of work - causes of conflict between individuals, common causes of conflict between groups/teams, effects of conflict on individuals, effects of conflict on a group/team; types of behaviour that are unacceptable in a work situation - acceptable behaviour in the work place, types of behaviour that are unacceptable in a work situation; how conflict in a work situation can be prevented - methods that can be used in a work situation to prevent conflict, employer and team leader responsibilities with reference to conflict in the work place.
Unit-II	Team Performance Review
	Process of conducting performance review - the appraisal process, assess individual/ team performance against expected objectives, goals, constructive feedbacks through reflecting on individual personal strengths and weaknesses, preparing a development plan to support performance improvement, importance of keeping skills and knowledge up to date - how to improve own performance through learning, identify areas for development , produce an action plan for self-development, keeping a record of individual's learning.
Unit-III	Decision making and solving problems
	Importance of decision making; types of decision making and their importance; components of decision making; process of decision making; key leadership styles; types of decision making relating to leadership styles; problem solving process; decision making process to solve problems; making decisions in a crisis; creative decision making when solving problems.

Reference Books

4. Retail Team Leader – RASCI Course Material
5. Retail Manager's Handbook – Andra Wheeler
6. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

OJT 301 – Distributor Salesman – Project Work

Credits: 1

Subject Code:

Hours: 30

Objectives:

1. List the different types of FMCG Retail outlets as per their classification A, B and C category outlets.
2. Prepare profile of retailers' / retail outlets (Including category of outlets Viz A, B, C)
3. Explain the significance of preparing a plan for periodic sales target achievement with relevant examples or any case studies.
4. Prepare a sample route & beat plan based on a typical FMCG sales territory of a town/ city with all classification of outlets.
5. Explain the significance of Route and beat Plans.
6. Prepare a presentation on the process of carrying out effective sales call including.
 - Carrying out stock count at retail outlets
 - Identifying stockouts and stocks that need to be replenished.
 - Booking orders
 - Collecting outstanding based on credit ageing
 - Managing credits
7. Explain the following sales productivity parameters (key Terms) with their significance and how they are helpful in determining an FMCG salesperson's Productivity in the below template by referring to the example provided for the Sl. No 1
8. Prepare a sample report template.
 - Daily sales report
 - Weekly sales report
 - Credit ageing report

Sl. No	Key Terms	Meaning/Things to do	Example/How to/Uses
1.	Effective Coverage – ECO	Outlet purchasing at least once a month is called an Outlet ECO .	<p>Example: DSR (Distributor Sales Representative) Vijay's total number of outlets = 240 He has built only 200 outlets for the month. ECO % = $200/240 = 83\%$</p> <p>➤ Effective coverage is one of the most important tools of distribution. It helps us to know if we have placed our products in all the outlets <u>even once</u>.</p>
2.	Line & Total Line Sold – TLS	<p>A line is any sku of any product sold in the market by a DSR (Distributor Sales representative).</p> <p>A total of lines of all the outlets in the beat is defined as the TLS of the beat for the day.</p> <p>The sum total of TLS for all days worked in the month will give the TLS for the DSR.</p>	
3.	Lines Per Productive Call – LPPC	Lines Per Productive Call is the number of SKUs sold per outlet.	

Sl. No	Key Terms	Meaning/Things to do	Example/How to/Uses
4.	Line Selling: Sales Gain	More SKUs sold per outlet resulting in gain of business.	
5.	Line Selling: Distribution Gain	A product line is a group of related products all marketed under a single brand name that is sold by the same company	
6.	Productivity	Total no. of bills made during a particular day/week/month is your productivity .	
7.	Availability	<ul style="list-style-type: none"> ➤ Check / Explore the stock and highest selling SKU in outlet. ➤ Competition status in the outlet ➤ Evaluate and share the proposed order with outlet. 	
8.	If you can enter the Outlet	<p>Take permission to check the stock.</p> <p>Check stocks at:</p> <ul style="list-style-type: none"> ➤ Shelf/window display ➤ Go-down/Warehouse. 	

OJT 302 – Seller Activation Executive- – Project Work

Credits: 1

Subject Code:

Hours: 30

Objectives:

You are employed as a seller activation executive in XCART, an e-commerce conglomerate is. Your role is to identify prospective sellers who sell products that are high in demand on the e-commerce site and register them as sellers on the website.

Prepare a report in the form of a presentation on the below:

1. List the best practices in followed in creating digital catalogues of products.
2. Explain the process of prospecting and short-listing sellers for enrolment on e-tailing platforms.
3. Prepare a sample seller registration form.
4. Demonstrate the steps of sales call to enroll the sellers on the e-tailing platforms and register them on the website by using the sample registration form (Role Play)

Semester–IV

OJT-401-Retail Trainee Associate

Credits: 10

Subject Code:

Hours: 540

Sr. No.	Course Objectives
1	To acquire skills of unassisted selling, receiving goods, merchandising & visual merchandising including Point of Sale (POS) management and cashiering
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail associate and cashier in business to customer, business to business retail business formats.

Sr. No.	Module
	On the Job Training Modules
1	To display stock to promote sales
2	To plan and prepare visual merchandising displays
3	To dress visual merchandising displays
4	To dismantle and store visual merchandising displays
5	To prepare products for sale
6	To promote loyalty schemes to customers
7	To keep the store secure
8	To maintain health and safety
9	To keep the store clean and hygienic
10	To provide information and advice to customers
11	To create a positive image of self & organisation in the customers mind
12	To work affectively in a retail team

OJT-402-Retail Cashiering

Credits: 10

Subject Code:

Hours: 540

Sr. No.	Course Objectives
1	To acquire skills of unassisted selling, receiving goods, merchandising & visual merchandising including Point of Sale (POS) management and cashiering
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail associate and cashier in business to customer, business to business retail business formats.

Sr. No.	Module
	On the Job Training Modules
1	To service Cash Point / POS
2	To follow point-of-sale procedures for age- restricted products
3	To process customer orders for goods
4	To process exchange/ part exchange sale transactions
5	To process payments
6	To process cash and credit transactions
7	To process returned goods

Semester–V

OJT-501-Retail Sales Associate

Credits: 18

Subject Code:

Hours: 1080

Sr. No.	Course Objectives
1	To acquire skills of assisted selling, consultative selling, personalized customer service and care including standard operating procedures for sales and customer service operations within a retail store.
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail Sales specialist in business to customer, business to business retail business formats.

Sr. No.	Module
	On the Job Training Modules
1.	Create a positive image of self & organisation in the customer's mind
2.	Demonstrate products to customers
3.	Help customers choose right products
4.	Provide specialist support to customers facilitating purchases
5.	Maximize sales of goods & services
6.	Process credit applications for purchases
7.	Provide personalized sales & post-sales service support
8.	Resolve customer concerns and improve customer relationship
9.	Organize the delivery of reliable service
10.	Monitor and solve service concerns
11.	Promote continuous improvement in service
12.	FMCG Product Sales / Distribution & Seller activation for e-retailing (ProjectWork)

Semester–VI

OJT-601-RETAIL TEAM LEADER

Credits: 26

Subject Code:

Hours: 1440

Sr. No.	Course Objectives
1	To acquire skills of leading a Retail team at the store
Sr. No.	Course Outcome
1	The learners will be able to perform the role of Retail Team leader role within the store.

Sr. No.	Module
	On the Job Training Modules
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders

MODEL PAPER FOR BBA (CBCS)

Code No.

I & II SEMESTER EXAMINATION, 2023-2024

INTERNAL EXAM

(Max Marks-25)

- | | |
|---|--|
| I) Multiple Choice Question 10bits | 10x$\frac{1}{2}$=5 Marks |
| II) Fill in the blank | 10x1=10 Marks |
| III) Short Answer Question | 5x2=10 Marks |

MODEL PAPER FOR BBA(CBCS)

Time:3 Hours

(Max Marks-75)

**Note: Answer any five questions from Section A Question No. 1.
Attempt all questions from Section B.**

SECTION-A

1. Answer any five questions

(5X3=15)

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.

SECTION - B

Answer the following questions

(4X15=60)

- 2. a)
- b)
- 3. a)
- b)
- 4. a)
- b)
- 5. a)
- b)

OR

OR

OR

OR

