



NIZAM COLLEGE (AUTONOMOUS)
Constituent College of Osmania University with CPE status



DEPARTMENT OF BUSINESS MANAGEMENT
BASHEERBAGH, HYDERABAD.

BBA in Retail Operations (CBCS)

(A Three-Year Degree Apprenticeship Program)

2023-2026



FACULTY OF BUSINESS MANAGEMENT

Osmania university

Hyderabad, Telangana 500007


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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 Operations is an Undergraduate three-year undergraduate apprenticeship embedded program designed by Retailers Association's Skill Council of India (RASCI) consisting of six semesters. 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.

Overarching Structure of the Course

Semester I	Semester II
English Language – 1	English Language – 2
Introduction to Retail Operations	Retail Business Environment
Merchandising and Cashiering Operations - I	Merchandising and Cashiering Operations - II
Business Communication	Managerial Economics
Apprenticeship/ OJT Training - Cashiering & Merchandising Operations	Apprenticeship/ OJT Training - Cashiering & Merchandising Operations
Semester III	Semester IV
English Language – 3	English Language – 4
Sales Management	Fundamentals of Financial & Cost Accounting
Customer Relationship Management	FMCG/FMCD Sales & Distribution
Enterprise Resource Planning (E R P)	Non-Store Retailing
Apprenticeship/ OJT Training - Sales & Customer Relationship Management	Project Work – FMCG Sales & Distribution + e-Commerce Merchant Relationship Management Apprenticeship/ OJT Training - Sales & Customer Relationship Management
Semester V	Semester VI
English (First Language) – 5	Apprenticeship/ OJT Training - Retail Store Operations & Team Management
Logistics and Supply Chain Management	
Team Management – I	
English (First Language) – 6	
Team Management – II	
Store Operations Management	
Apprenticeship/ OJT Training - Retail Store Operations & Team Management	


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BBA RETAIL OPERATIONS BATCH (2023-2026)

(Choice Based Credit System)
SCHEME OF INSTRUCTION FOR BBA (Retail Operations)

I YEAR SEMESTER-I


Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS1	English - 1	4	4	3Hrs	80 U+20I
DSC101	Introduction to Retail Operations	4	4	3Hrs	80 U+20I
DSC102	In Store Cashiering and Merchandising Operations-I	4	4	3Hrs	80 U+20I
DSC103	Business Communication Skill	3	3	3Hrs	80 U+20I
	Internship I				
OJT-101	Retail trainee Associate (270Hours) (RAS/Q0103)	13	5	1½Hrs	70AA*+ 30SK*
OJT-102	Retail Cashier-I (270Hours) (RAS/Q0102)	14	5	1½Hrs	70AA*+ 30SK*
		42	25		

AA*Apprenticeship Assessment conduct by Industry
SK* Skill Test conduct by college

BBA RETAIL OPERATIONS Batch (2023-2026) (Choice Based Credit System) SEMESTER-II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS2	English - 2	4	4	3Hrs	80 U+20I
DSC201	Retail Business Environment	4	4	3Hrs	80 U+20I
DSC202	In Store Cashiering and Merchandising Operations-II	4	4	3Hrs	80 U+20I
DSC203	Managerial Economics	3	3	3Hrs	80 U+20I
	Internship II				
OJT-201	Retail Trainee Associate-II(270Hours)(RAS/Q0103)	13	5	1½Hrs	70AA*+ 30SK*
OJT-202	Retail Cashier-II (270Hours) (RAS/Q0102)	14	5	1½Hrs	70AA*+ 30SK*
		42	25		

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BATCH (2023-2026)

(Choice Based Credit System)

SCHEME OF INSTRUCTION FOR BBA (Retail Operations)

YEAR II

SEMESTER-III

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS3	English – 3	3	3	3Hrs	80 U+20I
DSC301	Sales Management	4	4	3Hrs	80 U+20I
DSC302	Customer Relationship & Service Management	4	4	3Hrs	80 U+20I
DSC303	Enterprise Resource Planning (E R P)	4	4	3Hrs	80 U+20I
	Apprenticeship/OJT-III				
OJT-301	Retail Sales Associate-I (270Hours)(RAS/Q0104)	13	5	1½Hrs	70AA**+ 30SK*
OJT-302	Retail Sales Associate-II (270 Hours) (RAS/Q0104)	14	5	1½Hrs	70AA**+ 30SK*
		42	25		

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SEMESTER-IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS4	English – 4	3	3	3Hrs	80 U+20I
DSC401	Fundamentals of Financial & Cost Accounting	4	4	3Hrs	80 U+20I
DSC402	FMCG/FMCD Sales & Distribution	4	4	3Hrs	80 U+20I
DSC403	E- Retailing	4	4	3Hrs	80 U+20I
	Project Work				
OJT PW 401	Distributor Salesman (50 Hours) (RAS/Q0604)	-	1		Grade
OJT PW 402	Seller Activation Executive (50 Hours) (RAS/Q0105)	-	1		Grade
	Apprenticeship/ OJT – IV				
OJT 401	Retail Sales Associate-III (RAS/Q0104) (270 Hours)	13	5	1½Hrs	70 R +30 SK
OJT 402	Retail Sales Associate-III (RAS/Q0104) (270 Hours)	14	5	1½Hrs	70 R +30 SK
		42	27		

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BBA RETAIL OPERATIONS

BATCH (2023-2026)
(Choice Based Credit System)

SCHEME OF INSTRUCTION FOR BBA (Retail Operations)
YEAR III
SEMESTER-V

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS 5	English (First Language) - 5	3	3	3 Hrs	80 U + 20 I
DSE 501	Logistics and Supply Chain Management	4	4	3 Hrs	80U + 20 I
DSE 502	Team Management -I	4	4	3 Hrs	80 U + 20 I
Apprenticeship/ OJT - V					
OJT-501	Retail Team Leader-I (RAS/Q0105) (900 Hours)	31	13	1 ½ Hrs	70@ + 30 SK
PW-501	Seller Activation Executive-II (50 Hours) RAS/Q0105)		1		Grade
		42	25		

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SK* Skill Test conduct by college

SEMESTER-VI

Cours eCode	Course Title	HPW	Credits	Duration of Examination	Maximu mMarks
ELS 6	English (First Language) - 6	3	3	3 Hrs	80 U + 20 I
DSE 601	Team Management - II	4	4	3 Hrs	80 U + 20 I
DSE 602	Store Operations Management	4	4	1 ½ Hrs	80U + 20 I
Apprenticeship/ OJT - VI					
OJT-601	Retail Team Leader-II (RAS/Q0105) (900 Hours)	31	14	1 ½ Hrs	70@+30 SK
		42	25		

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SK* Skill Test conduct by college

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


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

Sl.No	Course Category	No. Of Courses	Credits Per Course	Credits
1	English Language	6	3	18
2	Discipline Specific Core-DSC	12	4	48
3	Discipline Specific Elective(DSE) Course	4	4	16
4	OJT	6	(10X4) + (13X2)	66
5	OJT Project	2	1	2
Total				150

Note:

1. IT lab will be evaluated through a 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.


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Semester-I

DSC 101- Introduction To Retail Operations

Credits: 4
Hours: 60


Subject Code:


Sr.No.	Course Objectives
1	To recognize 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 Outcomes
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 I	Introduction to Retail & Product Displays: Retail -Traditional and Modern Retail in India - Retail Formats - Modern Retailing, organ gram of a Modern Retail organization 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 - Plano gram - 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)


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DSC 102- In Store Cashiering & Merchandising Operations – I

Credits: 4

Subject Code:

Hours: 60

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, ware housing, etc.
3	The Learners will be able to demonstrate practical knowledge associated with Visual Merchandising.

Unit-I	Service Cash Point/POS 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. 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
Unit-II	Processing Customer Orders and Exchanges 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.
Unit-III	Processing Customer Payments and Goods Return 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. 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. 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.
Unit-IV	Health and Safety in Retail Sector

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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.

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


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DSC 103- Business Communication Skill

Credits: 3

Subject Code:

Hours: 60

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-I	Effective Communication
	Principles & characteristics 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 work place-features and benefits of the elements of professional skills-the methods to practice the professional skills at work place-Decision Making-Critical thinking- Inter personal 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, Organize, 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


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OJT 101 - Retail Trainee Associate

Credits: 5

Subject Code:

Hours: 270


Sr.No.	Objectives
1	To acquire skills of un assisted 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



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OJT 102 - Retail Cashier-I

Credits: 5
Hours: 270

Subject Code:

Sr.No.	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


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Semester-II

DSC 201 -Retail Business Environment

Credits: 4

Subject Code:

Hours: 60

Sr.No.	Course 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.	Course 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	Subsectors 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,-4Ps 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


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DSC 202 - In Store Cashiering & Merchandising Operations – II

Credits: 4

Subject Code:

Hours: 60

Sr.No.	Course Objectives
1	To be able to identify the basics of POS.
2	To demonstrate plan programs 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 stores.
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
	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
	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
Unit-4	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.

1. Reference Books:

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


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DSC 203 Managerial Economics

Credits: 3

Subject Code:

Hours: 60


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: VanithAgrawal, Pearson Education


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OJT 201 - Retail Trainee Associate

Credits: 5
Hours: 270

Subject Code:

Sr.No.	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


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OJT 202 - Retail Cashier-II

Credits: 5
Hours: 270

Subject Code:

Sr.No.	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


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Semester-III

DSC 301 Sales Management

Credits: 4

Hours: 60

Subject Code:


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
	Up selling & 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


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DSC 302 Customer Relationship Management

Credits: 4
Hours: 60

Subject Code:


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


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DSC 303 Enterprise Resource Planning (E R P)

Credits: 4
Hours: 60

Subject Code:

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
	Over arching 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 resource planning, 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, significance of Business Process Re-engineering (BPR) in ERP solutions 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 life cycle, 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 carryout accounting and other administrative functions of the job role on a computer, importance and functions of computer applications -MS Office, Internet applications & e mail 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)


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OJT - Retail Sales Associate

Credits: 10

Hours: 540

Subject Code:

Sr.No.	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 (Project Work)


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Semester-IV

DSC 401 Fundamentals of Financial & Cost Accounting

Credits: 4

Subject Code:

Hours: 60


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
	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. 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.
Unit-II	Accounting Practices
	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
Unit-III	Cost Accounting
	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

Reference Books:

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


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DSC 402 FMCG/ FMCD Sales & Distribution

Credits: 4

Subject Code:

Hours: 60

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 Outcomes
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,Transportation system,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 sales person (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



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DSC 403 E- Retailing

Subject Code:

Credits: 4

Hours: 60

Sr.No.	Course Objectives
1	To understand the concepts of non-store retailing/e commerce.
2	To identify the sales and marketing practices followed in e-retailing.
3	To explain the seller acquisition process for e Commerce platforms.
Sr.No.	Course Outcomes
1	The learners will be able to describe the features of non-store retailing/e commerce 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 e Com platforms & Customer service fulfilment process.


Unit-I	Introduction to E-Retailing
	Features of non-store retailing formats, significance of e commerce, growth prospects in e-Retailing & e-commerce
Unit-II	E-Retailing Platform
	Sales and marketing practices in e- Retailing, importance of stakeholder management in e-commerce environment, technology platforms in e Retailing, customer service/ product fulfilment process in e-Commerce
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 Retailing 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



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OJT 401 Project Work – Distributor Salesman

Credits: 1
Hours: 50


Subject Code:

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>


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Sl. No	Key Terms	Meaning/Things to do	Example/How to/Uses
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.	
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. 	



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OJT 402 Project Work – Seller Activation Executive

Credits: 1

Subject Code:

Hours: 50

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)

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OJT - Retail Sales Associate

Credits: 10

Hours: 540

Subject Code:

Sr.No.	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 (Project Work)

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Semester-V

DSE 501 Logistics and Supply Chain Management

Credits: 4
Hours: 60

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 Outcomes
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



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DSE 502 Team Management- I

Credits: 4

Hours: 60

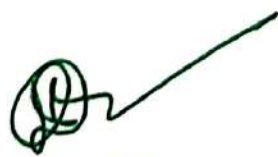
Subject Code:

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 Outcomes
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



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OJT 501 - RETAIL TEAM LEADER

Credits: 13


Subject Code:

Hours: 900

Sr.No.	Objectives
1	To acquire skills of leading a Retail team at the store
Sr.No.	pprenticeship Outcomes
1	The learners will be able to perform the role of Retail Team leader role with in 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 stake holders


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OJT 501 Project Work – Seller Activation Executive

Credits: 1

Hours: 50

Subject Code:

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:

5. List the best practices in followed in creating digital catalogues of products.
6. Explain the process of prospecting and short-listing sellers for enrolment on e-tailing platforms.
7. Prepare a sample seller registration form.
8. 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)

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Semester-VI

DSE 601 Team Management- II

Credits: 4

Hours: 60

Subject Code:

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 Outcomes
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 feed backs 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 individual's self-development, keeping a record of individual's learning, how to allocate work to team, monitoring team performance, escalation matrix and process of escalation management, conflict management, constructive feedback process and its advantages, different ways of communicating effectively with members of a team, work planning and scheduling for the team.
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


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DSE 602 Store Operations Management

Credits: 4

Subject Code:

Hours: 60

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 explain the 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.


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