

SENIOR SCHOOL CURRICULUM

2017-18

RETAIL

Introduction

The main objectives of introducing 'Retail' course in CBSE schools are:

1. To enable the students get jobs in organised Retail sector.
2. To facilitate the students to be industry ready and to meet the employability criteria set by different companies.
3. To prepare a **skilled workforce at entry level in Retail industry by equipping them with thorough understanding of Customer Service areas and equipment handling.**

CLASS–XI ELECTIVE

RETAIL OPERATIONS (743)

THEORY & PRACTICAL

Time: 3 Hours + 2 Hours

Marks: 100 (Theory 60 + Practical 40)

Unit-1: Fundamentals of Retailing

- Introduction, Basics of Retailing, Retail Formats, Functions of Retailers, Trends in Retailing. **10+6**

Unit-2: Retail Marketing Mix

- Introduction, Product Mix, Price Mix, Promotion Mix, Place Mix, Process People and Physical Evidence.

10+8

Unit-3: Merchandising Management

- Introduction, Source of Merchandise, Functions of Merchandising, Handling of Merchandising, Duties and Responsibilities of Merchandiser.

10+7

Unit-4: Retail Store Layout Design

- Introduction, Types of Retail Location, Store Layout, Design Decision, Functions of Retail Store Associate.

10+7

Unit-5: Health, Safety and Hygiene in Retailing

- Introduction, Health Care, Personal Grooming, Hazards at Workplace, Safety Measures at Workplace.

10+7

Supplementary Reading Material

Unit-6: Steps in Retail Planning

- Introduction, Retail Planning Process, Steps in Retail Planning, Types of Retail Plan, Problems in Retail Planning, Problem Solving, Building Retail Sales Capacity, Summary. 5+2

Unit-7: Retail Branding

- Introduction, Retail Branding, Steps in Branding, Retail Marketing - Tips to Promote a Retail Brand, Significance of Brands, Need of Brand Identity system, Summary. 5+3

CLASS–XI ELECTIVE RETAIL SERVICES (744) THEORY & PRACTICAL

Time: 3 Hours + 2 Hours

Marks: 100 (Theory 60 + Practical 40)

Unit-1: Retail Selling Skills

- Selling Methods, Selling Process Salesmanship (Duties of Sales Personnel), Qualities of Goods Sales Person for Handling Queries. 15+8

Unit-2: Business Communications

- Elements of Communication, Forms of Communication and Communication Equipment's, Element of Business Communication, Preparation of Project Report. 15+8

Unit-3: Customer Relationship Management

- CRM Process, Duties and Responsibilities of Customer Services Associate, Customer Retention Strategies, Handling Customer Grievances. 15+9

Supplementary Material

Unit-4: Introduction to Retail Services

- Introduction, Meaning and Scope of Retail Services, Role of Retail Services, Characteristics of Retail Services, Factor Affecting Retail Services, Recent Trends in Retail Services Summary. 5+5

Unit-5: Retail Customer Services

- Introduction, Meaning of Customer Service, Classification of Customer Service, Limitation of Customer Service, Summary. 5+5

Unit-6: Customer Service Associate Profile

- Introduction, Customer Service Associate, Skills Required to be Good CSA, Duties and Responsibilities of CSA, Summary. 5+5

CLASS–XI GENERAL FOUNDATION COURSE (501) (Common for Office Secretaryship, Stenography & Computer Application, Accountancy &

**Taxation,
Marketing & Salesmanship, Retail, Financial Market Management and Business Administration)**

**CLASS–XII
ELECTIVE
RETAIL OPERATIONS (743)
THEORY & PRACTICAL**

Time: 3 Hours + 2 Hours

Marks: 100 (Theory 60 + Practical 40)

Unit-1: Inventory Management in Retailing

- Types in Inventory, Inventory Management, Inventory Management, Inventory Control System, Stock Valuation and Recording. **11+8**

Unit-2: Security & Housekeeping Supervision in Retail Sector

- Functions and Points if Security, Safety and Surveillance Equipment, Handling of Material and Equipments in Housekeeping, Duties and Responsibilities of Supervisor. **11+8**

Unit-3: Supply Chain Management in Retailing

- Introduction to SCM, Principles of SCM, Participants in the Process of SCM, Step in SCM. **11+8**

Unit-4: Billing and Accounting Procedures in Retailing

- Billing Procedure, Fundamentals of Accounting, Journal, Ledger and subsidiary Books, Trading, Profit & Loss Account and Balance Sheet. **11+8**

Supplementary Reading Material

Unit-5: Retail Supply Chain

- Characterizing the types of Retail Supply Chain. **8+4**

Unit-6: Inventory Handling

- Introduction, Understanding the Basics of Inventory Handling, Understanding the Process of Inventory Handling-I, Understanding the Process of Inventory Handling-II. **8+4**

**CLASS–XII
ELECTIVE
RETAIL SERVICES (744)
THEORY & PRACTICAL**

Time: 3 Hours + 2 Hours

Marks: 100 (Theory 60 + Practical 40)

Unit-1: Advances in Retailing

- Retail Organizational Structure, Retail Research, Retail Strategy, Retail Consumer Behaviour. **11+7**

Unit-2: Display of Products and Satisfy Customer Needs

- Display of Products and Satisfy Customer Needs, Sale and Delivery of Products, Maintenance of Store Areas and Communicate Effectively with Stakeholders, Duties & Responsibilities of State Supervisor. **12+8**

Unit-3: Non-store Retailing

- E-Retailing Logistics, E-Marketing, Telemarketing, Internet Business. **10+8**

Unit-4: Event Management in Retailing

- Understanding Event Management, Documentation for Conducting Events, Logistics and Standard Operating Procedures (SOP), Supervising Events. **12+8**

Supplementary Material

Unit-5: Visual Merchandise

- Visual Merchandise - Ideas, Understanding Store Fixtures. **5+3**

Unit-6: Retail Point-of-Sale: An Overview

- Understanding Components of Point-of-Sales, Understanding the Process of Point-of-Sale, Learning Point-of-Sale Marketing. **5+3**

Unit-7: Retail Information Systems (RIS)

- Knowing the Retail Information System, Understanding IT Application in Retail: Data mining & Warehousing. **5+3**

CLASS–XII

GENERAL FOUNDATION COURSE (501)

(Common for Office Secretaryship, Stenography & Computer Application, Accountancy & Taxation, Marketing & Salesmanship, Retail, Financial Market Management and Business Administration)

LIST OF RECOMMENDED BOOKS

1. Dynamics of Retailing, Students Handbook, Class X, Published by CBSE.
2. Retail Operations–I, Students Handbook, Class XI, Published by CBSE.
3. Retail Operations–II, Students Handbook, Class XII, Published by CBSE.

SUGGESTED LIST OF EQUIPMENTS

1. Shelves for Stacking Products.
2. Shopping Cart.
3. Signage Board.
4. Offer Signages.
5. End Cap Table (POS), Chair (POS), Poster (POS).
6. Card Swiping Machine.
7. Mannequins.
8. Gondolas.
9. Display Photographs.
10. Products.
11. Danglers.

12. Coupons and Vouchers.
13. Credit Notes.
14. Currency notes of different Denominations.
15. Carry Bags.
16. Neck, Locks for Carry Bags.
17. Physical Bill Copy.
18. Photography of Stacked Notes.

