

**WEST BENGAL COUNCIL OF HIGHER SECONDARY EDUCATION**  
**SYLLABUS FOR CLASSES XI AND XII**  
**SECTOR: ORGANIZED RETAIL**  
**JOB ROLE: RETAIL SALES ASSOCIATE**

**COURSE OVERVIEW:**

A retailer is one who stocks the manufactured goods and is involved in the act of selling to the final customer or consumer, at a margin of profit. Retailing is the last link that connecting the individual consumer with the manufacturing and distribution chain. It adds value in terms of bulk breaking and providing a wide variety of goods and services to customers as per their needs.

The retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, like, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

Organized retail can be categorized by the type of products retailed as well as the by the different kind of retail formats. The major retail formats include Department store, Supermarkets, Hypermarket, Specialist Stores, Convenience Stores, and Kiosks. The various operations involved in store operation and management include Store Operations, Back end operations, Merchandising, Logistics and Distribution, Marketing, Procurement/Purchase, and Corporate Services.

The major task of a sales associate is to sell a company's products by demonstrating and specifying product quality. He is also responsible for ensuring that customers are aware of all the promotions that are in demand as per needs of the customers are led to their choice of product. In large retail stores, new customers always become a tad confused as they do not know where to look for what they want. It is the duty of a sales associate to ensure that each customer is directed where they want to go. They may accompany customers to the correct aisle.

After completion of this course the learner would be able to work as sales associate in organized retailing to guide the customers in finding merchandise, introduce customers to new merchandise, highlight product features in order to promote sales and also guide to the Retail Sales Assistants. He/she interact with customers to understand and service customer needs with specialization leading to maximization of business in a retail environment. He/she needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They need to have excellent product knowledge, interpersonal and listening skills.

**COURSE OUTCOME:**

On completion of the course, student should be able to:

- Apply effective oral and written communication skills to interact with people and customers;
- Identify the principal components of a computer system;
- Demonstrate the basic skills of using computer;
- Demonstrate self-management skills;
- Demonstrate the ability to provide a self-analysis in context of entrepreneurial skills and abilities;
- Demonstrate the knowledge of the importance of green skills in meeting the challenges of sustainable development and environment protection;
- Process credit applications for purchases in retail business.
- Help to keep the store secure in retail business.
- Help to maintain healthy and safety aspects in retail business.
- Demonstrate products to customers in retail stores.
- Help the customers in choosing right products in retail stores.
- Provide specialist support to customers facilitating purchases in retail stores.
- Maximize sales of goods & services in retail stores.
- Provide personalized sales & post-sales service support to the customers.
- Resolve customer concerns in retail stores.
- Organize the delivery of reliable service to the customers.
- Improve customer relationship in retail business.
- Monitor and solve service concerns in retail stores.
- Promote continuous improvement in service to the customers.
- Work effectively in formal team in retail stores.
- Work effectively in retail organization.
- Create a positive image of sales associate & organization in the customer's mind

**COURSE STRUCTURE**

<b>JOB ROLE: RETAIL SALES ASSOCIATE</b>										
<b>SECTOR: ORGANIZED RETAIL</b>										
<b>Class</b>	<b>Semester</b>	<b>Contact Hours</b>						<b>Marks</b>		
		<b>Employability Skills</b>	<b>Domain Theory</b>	<b>Domain Practical</b>	<b>Practical Exam/Written Test/ Viva</b>	<b>Project (Practical File/Student Portfolio/ Viva Voce)</b>	<b>Total</b>	<b>Theory</b>		<b>Practical</b>
XI	I	70	25	40	-	-	135	30	Average of Sem I & Sem II = 30	NIL
	II	40	40	60	10	15	165	30		50 + 20 = 70
XII	III	70	30	40	-	-	140	30	Average of Sem III & Sem IV = 30	NIL
	IV	40	35	60	10	15	160	30		50 + 20 = 70

**JOB ROLE: RETAIL SALES ASSOCIATE****Class XI [Total Theory Marks 30]****Class XI SEMESTER 1 TOPICS: (MCQ) MARKS: 30 [1 MARK PER QUESTION]**

SL No.	Topic	Tuition Hours	Marks Allotted
	<b>Part A: Employability Skills</b>	<b>70</b>	
1	Unit 1: Communication Skill	25	2
2	Unit 2: Self-management Skill	25	2
3	Unit 3: ICT Skill	20	2
	<b>Part B: Vocational Skills</b>	<b>65</b>	
4	Unit 1: Fundamentals of Retailing	30	10
5	Unit 2: Process of Credit Application	35	14
	<b>Total</b>	<b>135</b>	<b>30</b>

**Class XI SEMESTER 2 TOPICS: [Short Answer Question, Descriptive Question] MARKS: 30**

SL No.	Topic & Sub-Topics	Tuition Hours	Short Answer Type Question (10 Marks)	Descriptive Type Question (20 Marks)	Total
	<b>Part A: Employability Skills</b>	<b>40</b>			
1	Unit 4: Entrepreneurial Skill	25	1	2	3
2	Unit 5: Green Skill	15	1	2	3
	<b>Part B: Vocational Skills</b>	<b>100</b>			
3	Unit 3: Mechanism for Customers to Choose Right Products	35	3	6	9
4	Unit 4: Specialist Support to Customers	35	3	6	9
5	Unit 5: Health and Safety Management	30	2	4	6
	<b>Part C: Practical Work</b>	<b>10</b>			
6	Practical Examination	06			
7	Written Test	01			
8	Viva Voce	03			
	<b>Part D: Project Work/ Field Visit</b>	<b>15</b>			
9	Practical File / Student Portfolio	10			
10	Viva Voce	05			
	<b>Total</b>	<b>165</b>	<b>10</b>	<b>20</b>	<b>30</b>

**JOB ROLE: RETAIL SALES ASSOCIATE****Class XII [Total Theory Marks 30]****Class XII SEMESTER 3 TOPICS: (MCQ) MARKS: 30 [1 MARK PER QUESTION]**

SL No.	Topic	Tuition Hours	Marks Allotted
	<b>Part A: Employability Skills</b>	<b>70</b>	
1	Unit 1: Communication Skill	25	2
2	Unit 2: Self-management Skill	25	2
3	Unit 3: ICT Skill	20	2
	<b>Part B: Vocational Skills</b>	<b>70</b>	
4	Unit 1: Resolve Customer Concerns	35	12
5	Unit 2: Delivery of Reliable Service	35	12
<b>Total</b>		<b>140</b>	<b>30</b>

**Class XII SEMESTER 4 TOPICS: [Short Answer Question, Descriptive Question] MARKS: 30**

SL No.	Topic & Sub-Topics	Tuition Hours	Short Answer Type Question (10 Marks)	Descriptive Type Question (20 Marks)	Total
	<b>Part A: Employability Skills</b>	<b>40</b>			
1	Unit 4: Entrepreneurial Skill	25	1	2	3
2	Unit 5: Green Skill	15	1	2	3
	<b>Part B: Vocational Skills</b>	<b>95</b>			
3	Unit 3: Customer Relationship Management	35	4	6	10
4	Unit 4: Continuous Improvement in Service	30	2	5	7
5	Unit 5: Work in Team & Organization	30	2	5	7
	<b>Part C: Practical Work</b>	<b>10</b>			
6	Practical Examination	06			
7	Written Test	01			
8	Viva Voce	03			
	<b>Part D: Project Work/Field Visit</b>	<b>15</b>			
9	Practical File / Student Portfolio	10			
10	Viva Voce	05			
<b>Total</b>		<b>160</b>	<b>10</b>	<b>20</b>	<b>30</b>

**DETAIL SYLLABUS**  
**CLASS - XI**  
**SEMESTER – I**

<b>Part A: Employability Skills</b>			
<b>Unit 1: Communication Skill – III</b>			
<b>Learning Outcome</b>	<b>Theory (10 hrs)</b>	<b>Practical (15 hrs)</b>	<b>Duration (25 Hrs)</b>
1. Demonstrate knowledge of various methods of communication	1. Methods of communication <ul style="list-style-type: none"> <li>• Verbal</li> <li>• Non-verbal</li> <li>• Visual</li> </ul>	1. Writing pros and cons of written, verbal and non- verbal communication 2. Listing do's and don'ts for avoiding common body language mistakes	05
2. Identify specific communication styles	1. Communication styles- assertive, aggressive, passive- aggressive, submissive, etc.	1. Observing and sharing communication styles of friends, teachers and family members and adapting the best practices 2. Role plays on communication styles.	10
3. Demonstrate basic writing skills	1. Writing skills to the following: <ul style="list-style-type: none"> <li>• Sentence</li> <li>• Phrase</li> <li>• Kinds of Sentences</li> <li>• Parts of Sentence</li> <li>• Parts of Speech</li> <li>• Articles</li> <li>• Construction of a Paragraph</li> </ul>	1. Demonstration and practice of writing sentences and paragraphs on topics related to the subject	10
<b>Unit 2: Self-management Skills – III</b>			
<b>Learning Outcome</b>	<b>Theory (10 hrs)</b>	<b>Practical (15 hrs)</b>	<b>Duration (25 Hrs)</b>
1. Demonstrate impressive appearance and grooming	1. Describe the importance of dressing appropriately, looking decent and positive body language 2. Describe the term grooming 3. Prepare a personal grooming checklist 4. Describe the techniques of self- exploration	1. Demonstration of impressive appearance and groomed personality 2. Demonstration of the ability to self- explore	10

2. Demonstrate team work skills	1. Describe the important factors that influence in team building 2. Describe factors influencing team work	1. Group discussion on qualities of a good team 2. Group discussion on strategies that are adopted for team building and team work	10
3. Apply time management strategies and techniques	1. Meaning and importance of time management – setting and prioritizing goals, creating a schedule, making lists of tasks, balancing work and leisure, using different optimization tools to break large tasks into smaller tasks.	1. Game on time management 2. Checklist preparation 3. To-do-list preparation	05
<b>Unit 3: Information &amp; Communication Technology - III</b>			
<b>Learning Outcome</b>	<b>Theory (08 hrs)</b>	<b>Practical (12 hrs)</b>	<b>Duration (20 Hrs)</b>
1. Create a document on word processor	1. Introduction to word processing. 2. Software packages for word processing. 3. Opening and exiting the word processor. 4. Creating a document	1. Demonstration and practice of the following: <ul style="list-style-type: none"> <li>• Listing the features of word processing</li> <li>• Listing the software packages for word processing</li> <li>• Opening and exit the word processor</li> <li>• Creating a document</li> </ul>	10
2. Edit, save and print a document in word processor	1. Editing text 2. Wrapping and aligning the text 3. Font size, type and face. 4. Header and Footer 5. Auto correct 6. Numbering and bullet 7. Creating table 8. Find and replace 9. Page numbering. 10. Printing document. 11. Saving a document in various formats.	1. Demonstration and practising the following: <ul style="list-style-type: none"> <li>• Editing the text</li> <li>• Word wrapping and alignment</li> <li>• Changing font type, size and face</li> <li>• Inserting header and footer</li> <li>• Removing header and footer</li> </ul> 2. Using autocorrect option 3. Insert page numbers and bullet 4. Save and print a document	10

<b>Part B: Vocational Skills</b>			
<b>Unit 1: Fundamentals of Retailing</b>			
<b>Learning Outcome</b>	<b>Theory (10 Hrs)</b>	<b>Practical (20 Hrs)</b>	<b>Duration (30 Hrs)</b>
1. Describe the fundamental of retailing	1. Meaning and significance of retail business 2. Meaning and difference between organised and unorganised retailing 3. Different types of retail business establishment 4. Functions and essential requirements of retailers 5. Retailer's services to customers	1. Visit to a retail store to learn the fundamental of retailing 2. Identify and list the various organized and unorganized retail formats from the given retail formats	08
2. Describe the role of sales associate	1. Concept of customer and related terms 2. Concept of customer service 3. Customer service functions 4. Customer satisfaction and importance	1. A Field Visit to learn the Services to customers.	07
3. Skills for handling retail by sales associate	1. Essentials of skill development 2. Skills for sales associate	1. A Field Visit to learn the Skills for Handling Retail Business 2. List out the different skills you find in sales persons in organized and unorganized retail shops.	07
4. List out the duties and responsibilities of sales associate	1. Duties of sales associate 2. Responsibilities of sales associate 3. Special activities of sales associate	1. Carry out various duties and responsibilities of sales associate 2. Follow the core competencies while doing the work	08
<b>Unit 2: Process of Credit Application</b>			
<b>Learning Outcome</b>	<b>Theory (15 Hrs)</b>	<b>Practical (20 Hrs)</b>	<b>Duration (35 Hrs)</b>
1. List the features and conditions for credit sales	1. Meaning of credit sales 2. Features and need for credit sales, 3. Retail credit facility, 4. Terms and conditions used for sale of goods on credit basis	1. A Role Play to Learn the Process of Credit sales in Retail Business 2. A Field visit to learn terms and condition adopted by retailers for credit sales. 3. Field visit to learn features of Credit sales	09



2. Identify the credit checks and getting authorization	<ol style="list-style-type: none"> <li>1. Meaning and need for credit check,</li> <li>2. Legal and company procedures for carrying out credit checks,</li> <li>3. Legal and company procedures for getting authorization for credit check</li> <li>4. Steps to follow before granting a customer credits</li> </ol>	<ol style="list-style-type: none"> <li>1. A Role Play to Learn the Process of Credit sales in Retail Business</li> <li>2. A Field visit to learn the practices adopted for making credit check</li> <li>3. A field visit to learn Credit check and getting authorization in Retail Business</li> </ol>	09
3. Describe the process of credit requisitions	<ol style="list-style-type: none"> <li>1. Meaning of credit requisition,</li> <li>2. Steps involved in the credit requisition</li> </ol>	<ol style="list-style-type: none"> <li>1. A Role Play to Learn the Processing of Credit requisition</li> <li>2. A Field visit to learn the documents for processing credit requisition of customer</li> <li>3. A field visit to learn processing credit requisitions</li> </ol>	08
4. Demonstrate the techniques for determining credit worthiness	<ol style="list-style-type: none"> <li>1. Meaning credit worthiness</li> <li>2. How to check credit worthiness</li> <li>3. Techniques used for determining credit worthiness of the customers.</li> </ol>	<ol style="list-style-type: none"> <li>1. A Role Play to Learn Assessment of credit worthiness of customer</li> <li>2. A Field visit to identify the assessment of credit worthiness of customers</li> <li>3. A field visit to learn processing credit requisitions</li> </ol>	09

**CLASS - XI**  
**SEMESTER – II**

<b>Part A: Employability Skill</b>			
<b>Unit 4: Entrepreneurial Skills – III</b>			
<b>Learning Outcome</b>	<b>Theory (10 hrs)</b>	<b>Practical (15 hrs)</b>	<b>Duration (25 Hrs)</b>
1. Describe the significance of entrepreneurial values and attitude	1. Values in general and entrepreneurial values 2. Entrepreneurial value orientation with respect to innovativeness, independence, outstanding performance and respect for work	1. Listing of entrepreneurial values by the students. 2. Group work on identification of entrepreneurial values and their roles after listing or reading 2-3 stories of successful entrepreneur 3. Exhibiting entrepreneurial values in Ice breaking, rapport building, group work and home assignments	10
2. Demonstrate the knowledge of attitudinal changes required to become an entrepreneur	1. Attitudes in general and entrepreneurial attitudes 2. Using imagination/ intuition 3. Tendency to take moderate risk 4. Enjoying freedom of expression and action 5. Looking for economic opportunities 6. Believing that we can change the environment 7. Analyzing situation and planning action Involving in activity	1. Preparing a list of factors that influence attitude in general and entrepreneurial attitude 2. Demonstrating and identifying own entrepreneurial attitudes during the following micro lab activities like thematic appreciation test 3. Preparing a short write-up on “who am I” 4. Take up a product and suggest how its features can be improved 5. Group activity for suggesting brand names, names of enterprises, etc.	15

<b>Unit 5: Green Skills – III</b>			
<b>Learning Outcome</b>	<b>Theory (07 hrs)</b>	<b>Practical (08 hrs)</b>	<b>Duration (15 Hrs)</b>
1. Describe importance of main sector of green economy	1. Main sectors of green economy- E-waste management, green transportation, renewal energy, green construction, water management 2. Policy initiatives for greening economy in India	1. Preparing a poster on any one of the sectors of green economy 2. Writing a two-page essay on important initiatives taken in India for promoting green economy	08
2. Describe the major green Sectors/Areas and the role of various stakeholder in green economy	1. Stakeholders in green economy 2. Role of government and private agencies in greening cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries	1. Preparing posters on green Sectors/Areas: cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries	07

**Part B: Vocational Skills****Unit 3: Mechanism for Customers to Choose Right Products**

<b>Learning Outcome</b>	<b>Theory (15 Hrs)</b>	<b>Practical (20 Hrs)</b>	<b>Duration (35 Hrs)</b>
1. Identify the methods of selling in retail formats	1. Methods of selling 2. Arrangement of products for sales in store 3. Need for arranging products 4. Segment the products 5. Identifying the products responsible for sales	1. Identify the methods of selling in different retail formats	10
2. Find out the sales promotion activities in retail store/mall	1. Meaning of Sales promotion 2. Objectives of Sales promotion 3. Sales promotion techniques 4. Ways to convincing the customers. 5. Nature of product in retail trade and understand.	1. A Field visit to identify the characteristics of product 2. A field visit to learn techniques of sales Promotion	08

3. Respond to the questions and comments of customers in retail store/mall	<ol style="list-style-type: none"> <li>1. When sales associate is unable to answer the customer's query</li> <li>2. When an item is not available to the customer,</li> <li>3. When transferring a customer,</li> <li>4. Comments made on the product and how to respond on it,</li> <li>5. Favors that cannot be done,</li> <li>6. When a product is defective,</li> <li>7. Closing with a customer,</li> <li>8. Deal with angry customers</li> </ol>	1. A Role Play to Learn Responding Questions and Comments	11
4. Demonstrate the techniques of closing the sale in retail store/mall	<ol style="list-style-type: none"> <li>1. Concept sale closing</li> <li>2. Factors influencing the successful closing of sales</li> <li>3. Techniques of closing of sale</li> </ol>	<ol style="list-style-type: none"> <li>1. Visit a nearby organized retail store and observe the closing techniques adopted by retailer</li> <li>2. Visit a nearby retail store and observe a technique adopted by the retailer/sales person to close sale with the customer</li> </ol>	06
<b>Unit 4: Specialist Support to Customers</b>			
<b>Learning Outcome</b>	<b>Theory (15 Hrs)</b>	<b>Practical (20 Hrs)</b>	<b>Duration (35 Hrs)</b>
1. Demonstrate the product information to the customers	<ol style="list-style-type: none"> <li>1. Meaning and features of product</li> <li>2. Needs for product information,</li> <li>3. Types of product information</li> <li>4. Help customer decide what to buy</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify the needs for product information in a given situation</li> <li>2. A Role Play to Learn providing information to customers by sales associate</li> </ol>	09
2. Explain the techniques to encourage customers to buy the products	<ol style="list-style-type: none"> <li>1. Meaning of customer motivation,</li> <li>2. Need for motivating customers to buy products,</li> <li>3. Meaning of customer service policy</li> <li>4. Policies for giving information to customers</li> <li>5. Steps involve in handling customer complaints</li> <li>6. Techniques to encourage customers to buy products</li> </ol>	<ol style="list-style-type: none"> <li>1. A Role Play to Learn the techniques to encourage customers for products purchase</li> <li>2. A Field visit to learn techniques to encourage customers for buy new product</li> </ol>	09

3. List out the steps involving to provide personalized service	<ol style="list-style-type: none"> <li>1. Meaning of personalized service</li> <li>2. Customer service standards and standards for personalized customer service</li> <li>3. Meaning of personalized sales support</li> <li>4. Steps involving in personalized sales support</li> </ol>	<ol style="list-style-type: none"> <li>1. Role play to learn the personalized customer to service</li> <li>2. A Field visit to identify the Personalization of services to customers</li> </ol>	07
4. Maintain the post sale service support for attracting customers to resale the products in their retail store/mall	<ol style="list-style-type: none"> <li>1. Meaning of post sale service support,</li> <li>2. Types of post sale service support,</li> <li>3. Meaning of customer information,</li> <li>4. Records for storing clients/customers information,</li> <li>5. Benefits of maintaining records of customer information,</li> <li>6. Company laws and policies on data protection</li> <li>7. Promises to customer</li> <li>8. Types of promises to customer</li> </ol>	<ol style="list-style-type: none"> <li>1. A Role Play to learn the assessment of credit worthiness of customer</li> <li>2. A Field visit to identify the assessment of credit worthiness of customers</li> </ol>	10

#### Unit 5: Health and Safety Management

Learning Outcome	Theory (10 Hrs)	Practical (20 Hrs)	Duration (30 Hrs)
1. Describe the Health and Safety Requirements	<ol style="list-style-type: none"> <li>1. Meaning of Health and Safety</li> <li>2. Identify and follow the health and safety requirements laid down by retailer and law</li> <li>3. Study the ways to encourage colleagues to follow the health and safety norms.</li> </ol>	<ol style="list-style-type: none"> <li>1. A Field visit to observe health and safety practices at retail store</li> </ol>	07
2. List the Equipment and Materials	<ol style="list-style-type: none"> <li>1. Meaning of risk and types of risks in retailing</li> <li>2. Types of equipment and materials used in the stores for health and safety</li> <li>3. Trace out the approved actions to deal with risks.</li> <li>4. Use of equipment with manufacturer's instruction</li> </ol>	<ol style="list-style-type: none"> <li>1. A Field visit to observe the equipments or material for health and safety practices at retail store</li> </ol>	08
3. Dealing with Accidents and Emergencies	<ol style="list-style-type: none"> <li>1. Meaning of accidents and emergencies</li> <li>2. Dealing with Accidents and Emergencies</li> </ol>	<ol style="list-style-type: none"> <li>1. A Field visit to know how to deal irate customers</li> <li>2. Prepare a chart on</li> </ol>	08

	<ul style="list-style-type: none"> <li>3. Recognise when evacuation procedure starts</li> <li>4. Company procedures for evacuation</li> </ul>	company procedure for evacuation	
4. Reporting Accidents and Emergencies	<ul style="list-style-type: none"> <li>1. Meaning of Reporting</li> <li>2. Retailers procedures and legal requirements to deal with accidents and emergencies</li> <li>3. System of reporting accidents and emergencies to the right persons</li> </ul>	<ul style="list-style-type: none"> <li>1. A Field visit to know retailers procedure of reporting with accidents and emergencies</li> <li>2. Role play on reporting accidents and emergencies to the right persons</li> </ul>	07

**DETAIL SYLLABUS**  
**CLASS - XII**  
**SEMESTER – III**

<b>Part A: Employability Skill</b>			
<b>Unit 1: Communication Skills – IV</b>			
<b>Learning Outcome</b>	<b>Theory (10 hrs)</b>	<b>Practical (15 hrs)</b>	<b>Duration (25 Hrs)</b>
1. Describe the steps to active listening skills	1. Importance of active listening at workplace 2. Steps to active listening	1. Demonstration of the key aspects of becoming active listener 2. Preparing posters of steps for active listening	10
2. Demonstrate basic writing skills	1. Writing skills to the following: <ul style="list-style-type: none"> <li>• Sentence</li> <li>• Phrase</li> <li>• Kinds of Sentences</li> <li>• Parts of Sentence</li> <li>• Parts of Speech</li> <li>• Articles</li> <li>• Construction of a Paragraph</li> </ul>	1. Demonstration and practice of writing sentences and paragraphs on topics related to the subject	15
<b>Unit 2: Self-management Skills –IV</b>			
<b>Learning Outcome</b>	<b>Theory (10 hrs)</b>	<b>Practical (15 hrs)</b>	<b>Duration (25 Hrs)</b>
1. Describe the various factors influencing self- motivation	1. Finding and listing motives (needs and desires); 2. Finding sources of motivation and inspiration (music, books, activities); expansive thoughts; living fully in the present moment; dreaming big	1. Group discussion on identifying needs and desire 2. Discussion on sources of motivation and inspiration	10
2. Describe the basic personality traits, types and disorders	1. Describe the meaning of personality 2. Describe how personality influence others 3. Describe basic personality traits 4. Describe common personality disorders- paranoid, antisocial, schizoid, borderline, narcissistic, avoidant, dependent and obsessive	1. Demonstrate the knowledge of different personality types	15

<b>Unit 3: Information &amp; Communication Technology Skills - IV</b>			
<b>Learning Outcome</b>	<b>Theory (08 hrs)</b>	<b>Practical (12 hrs)</b>	<b>Duration (20 Hrs)</b>
1. Perform tabulation using spreadsheet application	<ol style="list-style-type: none"> <li>1. Introduction to spreadsheet application</li> <li>2. Spreadsheet applications</li> <li>3. Creating a new worksheet</li> <li>4. Opening workbook and entering text</li> <li>5. Resizing fonts and styles</li> <li>6. Copying and moving</li> <li>7. Filter and sorting</li> <li>8. Formulas and functions</li> <li>9. Password protection.</li> <li>10. Printing a spreadsheet.</li> <li>11. Saving a spreadsheet in various formats.</li> </ol>	<p>1. Demonstration and practice on the following:</p> <ul style="list-style-type: none"> <li>• Introduction to the spreadsheet application</li> <li>• Listing the spreadsheet applications</li> <li>• Creating a new worksheet</li> <li>• Opening the workbook and enter text</li> <li>• Resizing fonts and styles</li> <li>• Copying and move the cell data</li> <li>• Sorting and Filter the data</li> <li>• Applying elementary formulas and functions</li> <li>• Protecting the spreadsheet with password</li> <li>• Printing a spreadsheet</li> <li>• Saving the spreadsheet in various formats.</li> </ul>	10
2. Prepare presentation using presentation application	<ol style="list-style-type: none"> <li>1. Introduction to presentation</li> <li>2. Software packages for presentation</li> <li>3. Creating a new presentation</li> <li>4. Adding a slide</li> <li>5. Deleting a slide</li> <li>6. Entering and editing text</li> <li>7. Formatting text</li> <li>8. Inserting clipart and images</li> <li>9. Slide layout</li> <li>10. Saving a presentation</li> <li>11. Printing a presentation document.</li> </ol>	<p>1. Demonstration and practice on the following:</p> <ul style="list-style-type: none"> <li>• Listing the software packages for presentation</li> <li>• Explaining the features of presentation</li> <li>• Creating a new presentation</li> <li>• Adding a slide to presentation.</li> <li>• Deleting a slide</li> <li>• Entering and edit text</li> <li>• Formatting text</li> <li>• Inserting clipart and images</li> <li>• Sliding layout</li> <li>• Saving a presentation</li> <li>• Printing a presentation document</li> </ul>	10



<b>Part B: Vocational Skills</b>			
<b>Unit 1: Resolve Customer Concerns</b>			
<b>Learning Outcome</b>	<b>Theory (15 Hrs)</b>	<b>Practical (20 Hrs)</b>	<b>Duration (35 Hrs)</b>
1. Identify and listen the customers' problems carefully	1. Listening of problems, 2. Do and don't in identifying and listening customers' problems, 3. Sources of identifying the customers' problems, 4. Tools for identifying customers' problems, 5. Guidelines to anticipate customers' problems 6. Process of spotting customer service problems <ul style="list-style-type: none"> <li>• Identify option</li> <li>• Identify other option</li> <li>• Confirm the option</li> <li>• Evaluation of options</li> <li>• Selection of option</li> <li>• In case if not able to solve</li> </ul>	1. Listening carefully the customer problems 2. Identifying sources of the customers' problems, 3. Practice the tools for identifying customers' problems 4. Demonstrate the process of spotting customer service problems	07
2. List the organizational procedures to deal with customer problems	1. Problem is a gift from the customer to the service provider or retailer 2. Customers' portray when they arrived with their problems in hand, 3. Rules of handling problems in organized way, 4. Steps to dealing with customers' problems 5. Resolve customer service problems <ul style="list-style-type: none"> <li>• Discuss with customer about solutions</li> <li>• Implement the selection</li> <li>• Inform customer about action</li> <li>• Check the solutions with customer satisfaction</li> <li>• Provide reasons if not satisfied customer</li> </ul>	1. Identify the problems faced by retailer in a given situation and enlist the various types of customer problems 2. Role play on how to handle customer in a given situation 3. Follow the rules for handling problems in organized way 4. Demonstrate how to resolve customer service problems	10

<p>3. Solve immediate customer service problems</p>	<p>1. Organizational guidelines of steps to respond customers</p> <ul style="list-style-type: none"> <li>• Solve customer problems with sufficient authority</li> <li>• Work with other</li> <li>• Inform customer about actions</li> <li>• Check whether customer is comfortable with actions</li> <li>• Solve customer problems with service system</li> </ul> <p>2. Benefits of negotiation 3. Steps taken to negotiate with customers, 4. Resolve customer complaints</p>	<p>1. Demonstrate the organizational guidelines of steps to respond customers in a given conditions 2. Classify the benefits of negotiations 3. Demonstrate the steps to be taken to negotiate with customers and convince them to resolve the complaints</p>	<p>10</p>
<p>4. Identify repeated customer service problems (CSP) and actions to avoid repetition of customer service problems (CPS)</p>	<p>1. Identify repeated customer service problems 2. Methods of dealing with customer service problems 3. Advantages and disadvantages of method of customer service problems 4. Work with others to</p> <ul style="list-style-type: none"> <li>• Solve repeated CSP</li> <li>• Balancing customer expectations with need of organization</li> </ul> <p>5. Methods to get feedback on solving customers' problems, 6. Benefits of collecting feedback 7. Action against reducing repetition of problems</p> <ul style="list-style-type: none"> <li>• Get approval for changes</li> <li>• Action on agreed solutions</li> <li>• Inform customer about solutions</li> <li>• Monitor changes</li> </ul>	<p>1. Prepare a chart on various methods of identifying repeated customer service problems with advantages and disadvantages 2. Demonstrate how to work with others 3. Select various methods for collecting feedback 4. Demonstrate the action against reducing repetition of problems</p>	<p>08</p>
<p><b>Unit 2: Delivery of Reliable Service</b></p>			
<p><b>Learning Outcome</b></p>	<p><b>Theory (15 Hrs)</b></p>	<p><b>Practical (20 Hrs)</b></p>	<p><b>Duration (35 Hrs)</b></p>
<p>1. Plan and organize the delivery of reliable customer service</p>	<p>1. Plan, prepare and organize variety of services/ products to customers 2. How to provide prompt attention to customer 3. Reorganize work to respond to unexpected additional workload 4. Procedure and systems for delivering customer service</p>	<p>1. Demonstrate the process of delivering customer service, 2. Follow the procedure and systems for delivering customer service</p>	<p>08</p>

2. Review and maintain customer service delivery	<ol style="list-style-type: none"> <li>1. Maintain service delivery during <ul style="list-style-type: none"> <li>• Busy periods</li> <li>• Unusually quiet periods</li> <li>• When systems. People or resources let down</li> </ul> </li> <li>2. Meet customer expectations.</li> <li>3. Manage time with customer to solve their problems</li> <li>4. Respond customer when the comment on products/ service</li> <li>5. How to improve reliability of service</li> <li>6. Monitor the action taken for improvement of service</li> </ol>	<ol style="list-style-type: none"> <li>1. Demonstrate how to maintain service delivery during given situation.</li> <li>2. Role play on manage time with customer to solve their problems</li> <li>3. Demonstrate how to respond customer when they comment on products/ services</li> </ol>	12
3. Use recording system to maintain reliable customer services	<ol style="list-style-type: none"> <li>1. Meaning of customer service information and features</li> <li>2. Organizational guidelines for recording and storing customer information</li> <li>3. Select and retrieve customer service information</li> <li>4. Solve customer query with the help of information</li> <li>5. Retrieving and Supply customer service information with method of communication</li> </ol>	<ol style="list-style-type: none"> <li>1. Chart on organizational guidelines for recording and storing of customer service information</li> <li>2. Demonstration of recording and storing customer service information</li> <li>3. Demonstrate the solve customer query with the help of information</li> </ol>	08
4. Identify the legal requirements for storage of customer information.	<ol style="list-style-type: none"> <li>1. Meaning and importance of legal requirement for storage of customer information,</li> <li>2. Precautions for storage of customer information.</li> </ol>	<ol style="list-style-type: none"> <li>1. Follow legal requirements for storage of customer information</li> <li>2. Maintain precautions for storage of customer information</li> </ol>	07

**DETAIL SYLLABUS**  
**CLASS - XII**  
**SEMESTER – IV**

<b>Part A: Employability Skill</b>			
<b>Unit 4: Entrepreneurial Skills – IV</b>			
<b>Learning Outcome</b>	<b>Theory (10 hrs)</b>	<b>Practical (15 hrs)</b>	<b>Duration (25 Hrs)</b>
1. Identify the general and entrepreneurial behavioural competencies	1. Barriers to becoming entrepreneur 2. Behavioural and entrepreneurial competencies – adaptability/decisiveness, initiative/perseverance, interpersonal skills, organizational skills, stress management, valuing service and diversity	1. Administering self-rating questionnaire and score responses on each of the competencies 2. Collect small story/ anecdote of prominent successful entrepreneurs 3. Identify entrepreneurial competencies reflected in each story and connect it to the definition of behavioural competencies 4. Preparation of competencies profile of students	10
2. Demonstrate the knowledge of self- assessment of behavioural competencies	1. Entrepreneurial competencies in particular: self - confidence, initiative, seeing and acting on opportunities, concern for quality, goal setting and risk taking, problem solving and creativity, systematic planning and efficiency, information seeking, persistence, influencing and negotiating, team building	1. Games and exercises on changing entrepreneurial behaviour and development of competencies for enhancing self-confidence, problem solving, goal setting, information seeking, team building and creativity	15

<b>Unit 5: Green Skills – IV</b>			
<b>Learning Outcome</b>	<b>Theory (05 hrs)</b>	<b>Practical (10 hrs)</b>	<b>Duration (15 Hrs)</b>
1. Identify the role and importance of green jobs in different sectors	1. Role of green jobs in toxin-free homes, 2. Green organic gardening, public transport and energy conservation, 3. Green jobs in water conservation 4. Green jobs in solar and wind power, waste reduction, reuse and recycling of wastes, 5. Green jobs in green tourism 6. Green jobs in building and construction 7. Green jobs in appropriate technology 8. Role of green jobs in Improving energy and raw materials use 9. Role of green jobs in limiting greenhouse gas emissions 10. Role of green jobs minimizing waste and pollution 11. Role of green jobs in protecting and restoring ecosystems 12. Role of green jobs in support adaptation to the effects of climate change	1. Listing of green jobs and preparation of posters on green job profiles 2. Prepare posters on green jobs.	<b>15</b>

<b>Part B: Vocational Skills</b>			
<b>Unit 3: Customer Relationship Management</b>			
<b>Learning Outcome</b>	<b>Theory (15 Hrs)</b>	<b>Practical (20 Hrs)</b>	<b>Duration (35 Hrs)</b>
1. Improve communication and customer relationship management (CRM)	1. Meaning of CRM 2. Benefits of CRM 3. Process of CRM 4. E-CRM 5. Differentiate between CRM and E-CRM 6. Components of customer relationship management (CRM) 7. Best method of communication to meet with customer expectation	1. Visit a retail store to know CRM activities in retail store 2. Demonstrate the steps involved in CRM process 3. Assess the costs and benefits to customers and inform them in timely 4. Visit a retail to know Components of customer relationship management (CRM)	<b>09</b>

2. Balance the need of customer and organization	<ol style="list-style-type: none"> <li>1. Meet customer expectation with company offers</li> <li>2. Reasons of customers not meeting with expectation</li> <li>3. Alternative solutions</li> <li>4. Cost and benefits of solutions</li> <li>5. Negotiate and agree solutions with customers</li> <li>6. Satisfy customers with actions</li> <li>7. Meaning of customer retention</li> <li>8. Need for customer retention</li> <li>9. Ways to retain customer by retailers</li> </ol>	<ol style="list-style-type: none"> <li>1. Draw a chart contains ways to retain customer retention</li> <li>2. Demonstrate the retailers policy for customer retention</li> </ol>	09
3. Exceed customer expectations to develop relationship	<ol style="list-style-type: none"> <li>1. Efforts to improve relationship with customers</li> <li>2. Meaning of customer expectation</li> <li>3. Opportunities to exceed customer expectation</li> <li>4. Reasons for not meeting customer expectations by the retailer</li> <li>5. Support in meet customer expectation</li> </ol>	<ol style="list-style-type: none"> <li>1. Draw a chart containing opportunities of affecting customer expectations</li> <li>2. Demonstrate how to confirm customer expectations</li> </ol>	07

<p>4. Communicate and respond effectively to customers in retail store/mall</p>	<p>1. Meaning and nature of communication, 2. Respond appropriately to customers</p> <ul style="list-style-type: none"> <li>• Respond promptly</li> <li>• Select most appropriate way for communication</li> <li>• Cross check with customer about their expectation</li> <li>• Respond on customer comment and questions</li> <li>• Give time to customer</li> </ul> <p>3. Communicate information to customers</p> <ul style="list-style-type: none"> <li>• Provide information to customer</li> <li>• Inform customer about the company products check</li> <li>• Recognize complicated information</li> <li>• Reasons of not meet with customer expectation</li> </ul>	<p>1. Role play on respond to customer appropriately on given conditions 2. Demonstrate the effective use of communication while deal with customers in the retail store/mall</p>	<p>10</p>
<p><b>Unit 4: Continuous Improvement in Service</b></p>			
<p><b>Learning Outcome</b></p>	<p><b>Theory (10 Hrs)</b></p>	<p><b>Practical (20 Hrs)</b></p>	<p><b>Duration (30 Hrs)</b></p>
<p>1. Plan improvements in customer service based on customer feedback</p>	<p>1. Meaning of customer service and customer feedback 2. Gathering feedback from customer 3. Analyses and interpret feedback to identify opportunities 4. Effect of proposed changes on customer and organization 5. Types of changes 6. Negotiate changes in customer service system and improvements</p>	<p>1. Draw a chart containing gathering, analysing and interpreting customer feedback 2. Demonstrate the service improvements in retail stores/malls</p>	<p>08</p>

2. Describe the mechanism for implementation of changes in customer service	<ol style="list-style-type: none"> <li>1. Implementation of authorised changes</li> <li>2. Implement the changes as per organizational guidelines</li> <li>3. Inform about the changes and reason of changes</li> <li>4. Monitor the reactions</li> <li>5. Mechanism for customers influences</li> <li>6. Customer service performance meters</li> </ol>	<ol style="list-style-type: none"> <li>1. Draw a chart containing implementation of changes</li> <li>2. Demonstrate the mechanism for implementation of changes in customer service</li> <li>3. Role play on customer service rendering and count the performance meters</li> </ol>	08
3. Review changes for promote continuous improvement in customer services	<ol style="list-style-type: none"> <li>1. Collect and record customer feedback after changes</li> <li>2. Analyses and interpret feedback after changes,</li> <li>3. Advantages and disadvantages of changes,</li> <li>4. Identify the opportunities for improvement</li> <li>5. Presentation of the analyzed customer feedback after changes</li> </ol>	<ol style="list-style-type: none"> <li>1. Draw a chart on collecting, recording, analysing and interpreting feedback after changes</li> <li>2. Make presentation on the analyzed customer feedback after changes</li> </ol>	08
4. List improving changes in service	<ol style="list-style-type: none"> <li>1. Changes to improve service</li> <li>2. Impact of changes in service on business</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify the changes to improve service in a given situation</li> <li>2. Draw a chart containing various types of changes occur in customer service</li> </ol>	06

### Unit 5: Work in Team & Organization

Learning Outcome	Theory (10 Hrs)	Practical (20 Hrs)	Duration (30 hrs)
1. Demonstrate the organization standards by appearance and behaviour	<ol style="list-style-type: none"> <li>1. Organization standard of appearance</li> <li>2. Precautions taken by male staff and female staff</li> <li>3. Dealing with the customer <ul style="list-style-type: none"> <li>• Greet customer</li> <li>• Communicate customer that they are valued customer</li> <li>• Identify customer expectations</li> <li>• Treat customer courteously</li> <li>• Informed customer and reassured</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Draw on the chart standard of appearance</li> <li>2. Follow the precautions working in male staff and female staff</li> <li>3. Deal customers with effective ways</li> </ol>	08



<p>2. Support work team</p>	<ol style="list-style-type: none"> <li>1. Meaning of work team and its features</li> <li>2. Responsibilities of team members</li> <li>3. Development of effective work habits             <ul style="list-style-type: none"> <li>• Interpret, confirm and act on information for particular task</li> </ul> </li> <li>4. Interpret, confirm and act on legal requirements like             <ul style="list-style-type: none"> <li>• Anti-discrimination</li> <li>• Sexual harassment</li> <li>• Bullying</li> </ul> </li> <li>5. Development of effective work habits             <ul style="list-style-type: none"> <li>• Ask questions</li> <li>• Plan and organize workplace information</li> <li>• Priorities and complete task</li> <li>• Balancing the work and personal priorities</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Prepare chart on features of work team in retailing</li> <li>2. Demonstrate the responsibilities of effective work habits</li> <li>3. Impart legal requirements on anti-discrimination, sexual harassment and bullying</li> <li>4. Demonstrate the work habits and their implications</li> </ol>	<p>08</p>
<p>3 . Work effective in organization</p>	<ol style="list-style-type: none"> <li>1. Support in effective working             <ul style="list-style-type: none"> <li>• Share work with colleagues</li> <li>• Make realistic commitment</li> <li>• Find out the suitable alternatives</li> <li>• Encourage colleagues when conditions are difficult</li> <li>• Solve colleagues problems related to work in group</li> </ul> </li> <li>2. Career prospects in retailing</li> <li>3. Job prospects in retail cashier and retail sector remuneration</li> <li>4. Rights of employees</li> <li>5. Responsibilities of employees</li> </ol>	<ol style="list-style-type: none"> <li>1. Demonstrate support effective working</li> <li>2. Demonstrate how to encourage colleagues</li> <li>3. Prepare a chart the characteristics of retail sales associate</li> <li>4. Identify the career prospects in retailing</li> <li>5. Make a list of rights and responsibilities of employees</li> </ol>	<p>07</p>

<p>4. Help in planning of own and others</p>	<ol style="list-style-type: none"> <li>1. Define the goal and its features</li> <li>2. Skills to complete goal</li> <li>3. Actions taking for completing</li> <li>4. Check goals on regularly</li> <li>5. Ask for feedback to improve performance</li> <li>6. Help other             <ul style="list-style-type: none"> <li>• Encourage colleagues</li> <li>• Solve colleagues problems</li> <li>• Give clear, accurate and relevant information</li> <li>• Advice on task procedure</li> <li>• Demonstrate the procedure</li> <li>• Encourage colleagues to ask questions</li> <li>• Give opportunities to practice new skills and constructive feedback</li> </ul> </li> <li>7. Concept of work in a team</li> <li>8. Importance of teams to achieve targets in retailing</li> <li>9. Tools and techniques available to set team performance targets and how to work as a team</li> <li>10. Mobilizing finances</li> <li>11. Personnel recruitment</li> <li>12. Marketing activities</li> </ol>	<ol style="list-style-type: none"> <li>1. Demonstrate the skills to complete the task</li> <li>2. Demonstrate how to work in team</li> <li>3. Use the suitable tools and techniques available to set team performance</li> </ol>	<p>07</p>
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## ORGANISATION OF FIELD VISITS

In a year, at least 3 field visits/educational tours should be organised for the students to expose them to the activities in the workplace.

Visit a retail store and observe the following: Location, Site, Mother block, Office building, Store Layout, arranging products in Racks, Store Design, Signage, Display of Products, Arranging Products into Gondolas, Billing Counter, Baggage of Products, Information Counters, etc. During the visit, students should obtain the following information from the owner or the supervisor or manager of the retail store:

1. Area under retail store and its layout
2. Types of retail stores
3. Type of racks used
4. Store layout and design
5. Goods receiving procedure
6. Storage of goods
7. Maintain stock levels
8. Communication between sales persons and customers
9. Communication between sales person and other stakeholders of the retail store
10. Segmentation of products
11. Arranging products in racks, Gondolas etc.
12. Types of signage's its usefulness
13. Duties and responsibilities of store operations assistant
14. Traditional billing system
15. Computerised billing system
16. Manpower engaged
17. Display of products
18. Total expenditure of retail store
19. Total annual income
20. Profit/Loss (Annual)
21. Any other information