

Retail Merchandizing]Std-IX (Level-I)

Sr .no		SUB TOPIC	DETAILS	PERIOD S
	Unit Title 1: Retailing Basics			
1	Basics of Retailing	1. Identify the functions of a retailer	1. Concept of retail retailer & retailing 2. The functions of Retailer	15
		2. Evaluate the services to be rendered by retailers to the customers	1. The retailer's service to the customers 2. Who is retailer 3. What do you mean by retailed	
		3. Identify the essential requirements of retailers	1. Essential requirements of Retailers retailer 2. Identify the essential requirements of retailers	
2	Organized and Unorganized Retailing	1. Identifying organized and unorganized retailing	1. Describe the meaning of organized and unorganized retailing 2. State various organized retail units 3. Describe various unorganized retail units	
3	Store and Non-store Retailing	1. Identifying the basis of classifying the retailing	1. On the basis of ownership (independent, Chain/ Corporate retail chain, Franchising, cooperatives) 2. On the basis of merchandise offered (Convenience stores, supermarket, Hyper market, specialty stores, Departmental stores, departmental stores and catalogue showrooms) 3. Direct personal contact 4. Direct response marketing (mail order retailing, television shopping, E-shopping and Telemarketing)	
		2. Classify the various formats of store and non-store retailing	1. Describe various formats of store and non-store retailing	
	Unit Title 2: Communication Basics			
1	Introducing and Greeting	1. Introduce and greet in a proper	1. Describe how to introduce in different ways	

		way	2. Describe the ways to greet 3. Describe the tone and language change in a different situations	
2	Framing Questions and Complete Sentences	1. Framing of question and sentence	1. Describe proper question framing. 2. Describe the important elements of complete sentence. 3. Describe verb, adverb, subject and object	
3	Dealing with Customers in Retail Environment	1. Dealing with customers while they are shopping for goods	1. Asking for help for price and product information 2. Dealing with negotiation	
4	Principles of Communication	1. Identify elements of communication cycle	1. Describe the meaning of communication 2. State the different elements of communication cycle 3 Differentiate between Sender, Message, Medium, Receiver and Feedback.	
Unit Title 3: Goods Management in Retail				
1	Types of Retail Goods	1. Identify retail goods.	1. Describe the meaning of goods. 2. State the different types of consumer goods. 3. Give example of consumer goods	
2	Material Handling	1. Demonstrate the process of goods management	1. Describe the importance of goods handling. 2. State the precautions to be taken while handling goods.	
		2. Identify the types of material handling equipment	1. Name the types of goods handling equipments. 2. Describe the factors affecting selection of equipments.	
3	Documentation in Goods Handling	1. Identify the various documents used in goods moving.	1. State the various documents used in goods moving. 2. Explain delivery notes, invoice ,consignment note, internal packing note& offloading. 3. Explain the electronic data system used in receiving & dispatch of goods.	
4	Procedure to goods moving	1. Identify the procedure to moving of goods.	1. The advantages of effective goods moving. 2. Give the responsibilities of goods mover. 3. Describe the manual handling of goods.	

Unit Title 4: Customer Service				
1	Conceptual Framework	1. Differentiate between consumer and customer	1. Describe the meaning of consumer and Customer	
		2. Identify customer's needs	1. State basic needs of the customer 2. Factors influencing Customer's need and behaviour	
2	Effective Customer Service	1. Identify the effective customer service	1. Describe the factors that satisfies customer's need	
		2. Dealing effectively with customers	1. Describe the effective ways of dealing with customers	
3	Customer Service in Retail	1. Identify the role of customer services in Retail	1. Customer service concepts 2. Role of customer service 3. Customer Service & Retail	
4	Elements of Customer Service	1. Identify the elements of best customer services 2. Enlist the significance of customer services	1. Elements of customer services 2. Concept of product and goods 1. Benefits and importance of customer services	
Unit Title 5: Packaging and Bagging in Retail				
1	Packaging Material	1. Identify the competencies required in bagging and packaging while delivering goods	1. Differentiate goods to be packed and bagged 2. State the packaging systems. 3 Describe role and responsibilities in packaging material.	
		2. Describe the role and functions of people involved in work during packaging & bagging	1.The duties of managerial staff in packing/ bagging 2. Describe functions & Responsibilities of a packer/ bagger 3. Describe the competencies required as packer/ bagger	
2	Use of Packaging Equipment	1. Handle the various types of packaging equipments	1. Describe the importance of handling the equipment while packing/bagging goods 2. State the precautions to be taken while handling the equipment in packing/ bagging	
		2. Describe the procedure of equipments for packaging/ bagging	1. Procedure for packaging/bagging the goods through equipments.	

		the goods		
3	Procedure for Bagging and Packing	1. Learn the step by step procedure of using packaging material & Equipment for packaging and bagging	1. Describe the importance of Handling packaging/ bagging of material. 2. State the procedure to be taken into consideration while packaging/ bagging the material with different equipment. 3. Describe the uses of equipments used in bagging of material	
4	Marking and Labelling	1. Identify the competencies required for understanding the various methods of Labelling used in retailing.	1. State the various methods of marking & labelling of products 2. Describe the job responsibilities being taken by each individual while Marking and labelling of material. 3. Describe the competencies required for each individual marking and labelling of material/ products.	
		2. Evaluate the various purpose of labelling and marking	1. Types of labelling and marking 2. Describe the purpose of labelling and marking to fulfil the requirement of any packaging industry.	
Unit Title 6: Hygiene and Safety Practices in Retail				
1	Basic Hygiene and Safety Practices	1. Describe the importance of maintaining hygienic conditions in retail store	1. Describe the need of maintaining hygiene in retail store 2. State the materials used for maintaining hygiene in retail store	
2	Potential Hazards at Workplace	1. Describe potential hazards & safe practices to be adopted at retail store.	1. State the potential hazards in store 2. Describe the practices to be adopted for ensuring occupational health & safety	
		2. Extinguishing small fires	1. Describe the symbols used for safety purpose	
3	Safety Measures at Workplace	1. Practice safety measures and tips to control injuries, violence, harassment, shoplifting and	1. Recognize some common health and safety concerns in retail store 2. State the reasons for violence, shoplifting and robbery at workplace and measures to	

		robbery	prevent them	
		2. State how to handle money equipment, machines, irate customers and shrinkage	1. Ways to handling of money 2. State to manage and deal irate customers 3. Describe to manage shrinkage	
4	Precautions to be taken for safety	1. Guide the care taken for travel and personal safety equipments	1. Outline the precautions to be taken while travelling to and from workplace 2. State precautions adopted for power tools and equipments 3. State significance of gas stations, petrol pumps, working alone, forklifts and pallet jacks	

Sector: Organized Retailing
NVEQF Level – 1: Retail Merchandising
STD –IX -Practical

Sr.no	TOPIC	DETAILS	PERIODS
1	Basics of Retailing	Visit to a retail shop or departmental store for identify the functions of retailing. Read the model and model number or designation of the product	15
		Visit to the retail mall and observe the service rendered to the customer	
		Visit to the retail outlet & asked to note down the essentials of retailers	
2	Organized and Unorganized Retailing	Visit in various organized and unorganized retail businesses and find out the main differences	
3	Store and Non-store Retailing	Visit to store and non-store retailing & observe the Differences between them.	
		Role play to act individually for formation of store and non-store retailing	
4	Indian and Global Retailers	Group formation to write about the characteristics of various retailers in neighbourhood market and Indian Retail Industry	

Unit - 2 Title: Communication Basics

1	Introducing and Greeting	Introduction and greeting sessions.	15
2	Framing Questions and Complete Sentences	Role play of small conversation of two students or a group.	
3	Dealing with Customers in Retail Environment	Role play of small conversation of product information offers and price	
4	Principles of Communication	Drawing a communication cycle.	

Unit Title 3: Goods Management in Retail

1	Types of Retail Goods	Visit to a retail shop or departmental store for identification goods. Classify them on the basis of convenience, shopping & durability. Classify them on the basis of volume & weight of goods.	15
2	Material Handling	Visit to the retail formats list out the steps in goods	
		Visit to the retail shop or big departmental store: 1. List out the equipments & machines used in handling goods. 2. List out the risk involved in handling process.	
3	Documentation in Goods Handling	1. Visit a departmental store & record the receiving & delivery of goods. 2. Practice session on handling of documents as	
4	Procedure to goods moving	Visit a retail store & observe the various methods of manual handling. List out the risk involved in manual handling..	
1	Conceptual Framework	Role play and group discussion on the behaviour of customers/consumers	
		Visit to retail store to observe the body language of sales person and customer's. Note the Communication between the salesperson and the customer. Determine customer's wants and Needs.	
2	Effective Customer Service	Role play	
		Visit to retail outlet and observe customer dealing by employees	
3	Customer Service in Retail	Visit to various retail stores and observe various customer services.	
4	Elements of Customer Service	Group discussion on products and goods and best services provided by stores/mall Visit to the big bazaar and observe how to better serve the customers	

Unit Title: Packaging and Bagging in Retail			15
1	Packaging Material	Play a game of packing gifts for winning	

		prizes Visit to retail shop for hands on experience in packing/ bagging	
		Role play on the duties of staff whom packing/ bagging the sold goods of customers.	
2	Use of Packaging Equipment	. Visit to retail store to have hands on experience of equipments used for packing/ bagging. 2. Practice sessions on handling of equipments and operations on same.	
		Give them some goods for packaging and ask what all equipments are used for packing/ bagging.	
3	Procedure for Bagging and Packing	Visit to a retail store and watching the procedure adopted for packaging and Bagging of goods at billing counters.	
4	Marking and Labelling	1. Group work on task analysis & knowledge skills and attitude required for various methods of labelling and marking. 2. Visit to any retail stores to observe how the labelling and marking are done. 3. Let each of the individual to do the work of labelling and marking of the product of Their own.	
		1. Visit to the go down where labelling and marking is going on. 2. Give the work of labelling and marking as play and tell them to use their own assumption to label and mark effectively 3. Game, How to make a product more effective through labelling and marking 4. Competition for the best & colorful labelling & marking among the students.	
Unit Title: Hygiene and Safety Practices in Retail			15
1	Basic Hygiene and Safety Practices	Visit to a retail store to observe best practices adopted to maintain hygienic and safe working conditions in store.	
2	Potential Hazards at Workplace	Visit to a retail store to observe safety measures.	
		Visit to a retail store to study fire safety equipment installed at the	
3	Safety Measures at Workplace	Visit to a retail store to study measures to prevent shoplifting and robbery	
		Visit retail store and enquire about how they manage irate customers	
4	Precautions to be taken	Group discussion on various issues related	

	for safety	to working alone	
Unit Title: Work Integrated Learning			15
1	Retail Store Types	Visit to a retail stores to understand its types Assignment on writing a difference between type of stores	
2	Career Prospects in Retail	Check the vacancies in the daily newspaper & in the employment news Go through internet daily	
3	Writing a Resume	1. Write the essential contents and make job application 2. Write do and don'ts of writing resume 3. Prepare a resume with a covering language or job application for a vacant post in the computer.	
4	Writing a Job Application	Prepare a job application for XYZ company for the post of Store Supervisor.	

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		Role play on the duties of staff whom packing/ bagging the sold goods of customers.	
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		Give them some goods for packaging and ask what all equipments are used for packing /bagging.	
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2	Potential Hazards at Workplace	Visit to a retail store to observe safety measures.	
		Visit to a retail store to study fire safety equipment installed at the	
3	Safety Measures at Workplace	Visit to a retail store to study measures to prevent shoplifting and robbery	
		Visit retail store and enquire about how they manage irate customers	
4	Precautions to be taken for safety	Group discussion on various issues related to working alone	
Unit Title: Work Integrated Learning			15
1	Retail Store Types	Visit to a retail stores to understand its types Assignment on writing a difference between type of stores	
2	Career Prospects in Retail	Check the vacancies in the daily newspaper & in the employment news Go through internet daily	
3	Writing a Resume	1. Write the essential contents and make job application 2. Write do and don'ts of writing resume 3. Prepare a resume with a covering language or job application for a vacant post in the computer.	
4	Writing a Job Application	Prepare a job application for XYZ company for the post of Store Supervisor.	

Std-X (Level-II)

Unit Title: Retail Operations

S.No.	Topic	Sub-Topic	Details	Periods
1	Fundamentals of Retail Operations	1. Understanding the Retail Operations	1. Fundamentals of Retail Operations. 2. Importance of retail operations	
		2. List out the types of retail	1. Various types of Retail Outlets	

		outlets	a. Store based retailing b. Chain retailers c. Leased departmental stores d. Non-store based retailing	
2	Types of Retailers	1. Identify the ways to categorized retail	1. Retailers based on a) Target Market Served b) Product Offerings c) Pricing Structure e) Promotional Emphasis f) Distribution Methods g) Service Level 2. Retail category of ownership structure factors	
		2. Describe the ways and means of meeting organization's policies, standards, and procedures	1. Describe the meaning and purpose of organizational structure and culture 2. Describe the purpose of chain of command in a retail business 3. Describe the importance of organizational values 4. Describe the retail industry expectations of staff 5. Describe the meaning and importance of quality assurance 6. Describe workplace ethics	
3	Trends in Retailing	1. Identify the segments for urban and Rural areas	1. Various segments in Indian retailing 2. State the meaning of private brand retailing	

			3. Describe the advantages and disadvantages of online retailing and street shopping	
		2. Find out the driving forces in Indian retailing	1. Demographical factors, Plastic revolution, urbanization, Transportation	
4	Retail Selling Skills	1. Identify the customers	1. Types of customers 2. Selling methods to the customers	
		2. Observe the Customer's body language	1. Various categories of body language 2. Physical appearance of the customers	
		3. Grasp the customer attention	1. Factors influencing grasping customer's attention. 2. Importance of customer	
		4. Approach to the customer in a better way	1. Describe the different types of approaches 2. Common mistakes in approaching the customer	
Unit Title: Merchandise Planning				15
1	Kinds of Merchandise	1. Be acquainted with terms and concepts of Merchandise	1. Concept of Merchandise 2. The functions of merchandise 3. Planning of merchandising	
		2. List out the rights and guidelines of merchandising	1. Types of rights 2. Tips in merchandising	
		3. Identify the kinds of merchandising	1. Types of General Merchandise	
2	Role and Functions of Junior	1. Identify the role and	1. The Role of junior	

	Merchandiser	functions of junior merchandiser	Merchandiser and their general functions 2. Describe the various merchandise presentations	
		2. Apply the functions of the junior merchandisers at different level	1. General functions of merchandiser 2. Functions of administration merchandiser 3. Basic duties of the merchandiser 4. Functions at different levels 5. Functions of Divisional merchandise manager	
3	Visual Merchandising and Display	1. Identify the basic aspects of visual merchandising	1. Meaning of visual Merchandising 2. Aspects of visual Merchandising 3. Elements of visual merchandising	
		2. List out the functions, principles and techniques of visual merchandising	1. Functions of visual Merchandiser 2. Principles of visual Merchandising 3. Techniques of visual Merchandising 4. Types of visual Merchandising	
		3. Evaluate the impact of display of merchandise	1. Describe the factors (mannequins and alternatives fixtures, props displays & signage, pangrams and store views, etc.) responsible for better visual display of merchandise	
	Duties and Responsibilities of Junior Merchandiser	1. Describe the duties and responsibilities of Junior	1. Describe the various career opportunities within the retail	

		Merchandiser	industry 2. Describe the purpose of knowing job descriptions and responsibilities 3. Describe the employee and employer rights and responsibilities in retail industry 4. Describe the duties of Junior Merchandiser in a retail store 5. Describe the role of Junior Merchandiser in business	
		2. Plan and prepare display of products	1. Describe the purpose of display of products 2. Describe the standards that the display should meet	
Unit Title: Store Operations				15
1	Store Layout	1. Competencies required for store operations in retail knowledge	1. State whether the site is nearer to target market. 2. Describe the store area. 3. Describe the sources of power and water available. 4. State the components of the store layout	
		2. Identify the formalities required for store layout	1. State the design and location of stores. 2. Steps involved in preparing store layout. 3. Steps involved in identification of store location.	
		3. Describe the Location and proportion of space through numeric and visual space	3. Describe the Location and proportion of space through numeric and visual space	

		planning.	planning.	
2	Store Design	1. Describe the elements of store planning and design	1. Describe the elements (store design objectives, selling space, merchandise space, employee space, customer space, display areas, fixture arrangements, etc.)	
		2. Identify the tips for Retail Store Design	1. Store frontage, signage, furniture, display, lighting, decoration. 2. Tips for retail Store design	
3	Store Procedures	1. Describe the competencies of core areas in store procedures	1. Learn core areas like store exterior, store interior, customer service, merchandise management	
		2. Identify the competitive analysis of store promotions	1. Learn from advertising agency, public relation firm, marketing specialist to promote the products through retail.	
		3. Identify the opening & closing procedures in retail store	1. Opening procedures in retail store 2. Closing procedures in retail store	
4	Store Maintenance	1. Managing the operations and maintenance of the retail stores.	1. Cleanliness of the store premises depend on the maintenance of the store still merchandising with the customer goes	

			on.	
		2. Manage the receipts of products issued from store.	1. Product procurement & issues of products	
Billing, Transport and Delivery				15
1	Billing Procedures	1. Describes the Basic Understanding & Competencies for Billing Personnel	1. State various types of Billing and Accounting Heads 2. Understanding basic accounting terminologies related with Billing & Accounting Procedures. Example: Service Tax, Sales Tax, VAT, Other Duties etc.	
		2. Handle the various Modes of Payments during Billing Process	1. Describe various Modes of Payment. 2. State the precaution to be taken while handling the modes of Payments 3. Understanding uses of Various Equipments used in Payment Process	
2	Elements of Transportation	1. Describe the various modes of transportation	1. Common modes of retail transportation 2. Factors affecting modes of transportation	
		2. Identify objectives of loading and unloading	1. Describe the objectives of loading & unloading 2. Discuss the significance of loading & unloading	
		3. Identify the problems associated with retail transport	1. Types of problems faced during transportation in retail 2. Solutions to overcome problems in retail transportation	
3	Delivery Procedures	1. Understand the various Delivery Procedures for delivery of	1. Describe various Delivery Procedures for delivery of Goods used in Malls, Grocery Shops and Web Based Service	

		items		
		2. State the Delivery Process of Departmental Store / Malls	1. Identify the methods for packing, bagging and arranging for delivery in departmental stores & malls	
		3. Identify the Delivery Process of Grocery / Small Shops	1. State the methods for packing Labeling, Marking and arranging for delivery 2. Process of Home Delivery	
4	Laws in Record Maintenance	1. Identify the various records & maintenance followed in Retail	1. State the various Records & Maintenance used in organized Retail Sector	
		2. Understand the laws of various record & maintenance	1. Laws for Record & maintenance methods used in small shops/ Grocery Shops/ Small Scale Industry	
Security Operation & Housekeeping in Retail				15
1	Security Points in Retail Store	1. Identify the various security points.	1. Purpose of security points in retail store. 2. State the locations of security points in retail store	
2	Role and Functions of Security Personnel	1. Identify the role and functions of security/ personnel	1. Role of security in retail store. 2. Functions of security in retail store.	
3	Material Handling in House Keeping	1. Describe the competencies required for Material Handling in Housekeeping	1. Describe the competencies and skills required for Housekeeping	
		2. Examine the process of Material Handling	1. Procedure to handle the material used in Retail Housekeeping	
		3. Identify and Operate housekeeping equipment in retail departmental	1. The materials and equipments. 2. Techniques of housekeeping practices and protection of	

		stores	materials	
4	Procedure in Housekeeping	1. Identify the Competencies required for housekeeping in retail operations	1. To describe housekeeping in retail outlets, retail stores and retail malls. 2. Competencies required for housekeeping	
		2. Applying Housekeeping in the area of cleanliness, hygiene, safety, disposal of waste	1. Competencies required in cleanliness, hygiene, waste disposal, safety, health hazards.	
Communication at Work Place				15
	Verbal and Non-verbal Communication	1. Demonstrate effective use of verbal and nonverbal communication skills	1. Describe the various modes of communication 2. Describe the various sources of information (media, industry associations, industry publications, internet, information services, personal contacts, colleagues, supervisors and managers, etc.) 3. State seven C's of communication 4. Describe the role of sender and receiver in communication 5. Describe the barriers in communication	
		2. Identify the practices in verbal and non-verbal communication	1. Describe the verbal & nonverbal communication 2. Importance of verbal & nonverbal communication 3. Practices in verbal & non-verbal	

			communication	
2	Forms of Communication	1. Identify the forms of communication	1. Describe the meaning of Formal Communication. 2. Describe the meaning of Informal Communication or grapevine communication	
		2. Find out the advantages and disadvantages of different forms of communication	1. Describe the advantage of different forms of communication 2. Describe the disadvantage of different forms of communication	
3	Communication Media and Equipments	1. Operate the communication media and equipments properly	1. Describe various communication equipments 2. Describe precaution followed to use the telephone etiquette.	
		2. Evaluate the communication media	1. Describe the methods of evaluate the communication media	
4	Barriers in Communication	1. Identify the barriers in communication	1. Describe the factors that act as communication barrier 2. Differentiate between various types of barrier to effective communication	
		2. Select the Strategies for Overcome barriers in communication	1. Describe the ways to overcome barriers in effective communication	
Health Care and Personal Grooming in Retailing				10
1	Health Care Activities	1. Describe the health	1. Recognize the relevance of	

		care activities and health care rights in retail organizations	healthcare activities 2. State various rights to health and safety	
		2. Explain the principles of ergonomics, indoor air quality and pollution in retail organizations	1. Discuss the meaning of ergonomics 2. State the concepts of repetitive motion illness, lifting, carrying, standing, fire prevention 3. Discuss importance of machine guarding, trash disposal and issues of working in cold places	
2	Health Care Measures	Identify the health care measures in Retail	1. Describe the health care measures in Retail	
		2. List out the unsafe working conditions	1. State the working conditions that are unsafe for the employees 2. Relate the situations where unsafe work should be refused	
		3. Identify the responsibilities of employers and employees for workplace health and safety	1. State the responsibilities of employer 2. Understand responsibilities of worker 3. Describe responsibilities of supervisor	
3	Personal Grooming Techniques	1. Describe the skills required for personal grooming	1. Identify various skills and knowledge of self care 2. State the conversation skills 3. Explain the meaning of Balanced Diet	
		2. Identify the	1. Describe the	

		food techniques	relevance of dining with style in formal restaurant 2. State the significance of stylish cutlery and crockery	
4	Personal Grooming Tips	1. List out the grooming tips	1. Basic grooming tips for business women 2. Describe hairstyle tips 3. State basics of business makeup 4. Identify appropriate jeweler	
		2. Enlist the work related injuries and reporting them to supervisor	1. Discuss about first aid facilities 2. State how to report injuries 3. Identify how to investigate accidents	

Sector: Organized Retailing
NVEQF Level – 2: Retail Merchandising
STD –X - Practical

Unit Title: Retail Operations

S.No.	Topic	Details	Periods
1	Fundamentals of Retail Operations	Visit to a retail out-let stores & ask the students to make a report on importance of Retail Operations	15
		Visit to retail stores, organizations and observe the types of all Retail outlets and write a small report on it.	
2	Types of Retailers	Visit to Retail stores and assign the work to the students for making project on marketing decision.	
		Visit to the retail outlet and ask to note down the Policies, Standards and Procedures of retail organization	
3	Trends in Retailing	Visit to various retail stores for observation of various customers at different segments.	
4	Retail Selling Skills	Role Play to act on different methods for different customers	
		Role play on body languages and then dealing with customers.	

		Visit to the retail store and observe how to grasp the customer attention for sale of goods	
		Visit to the retail store Identify mistakes while approaching the customers	
Unit Title: Merchandise Planning			15
1	Kinds of Merchandise	Visit to a retail shop or departmental store for identification of various types of merchandising and its planning	
		Assign the work to the students like make a project on any one type of merchandise. It's threats and opportunities.	
2	Role and Functions of Junior Merchandiser	Visit to various merchandise stores and observe the role and their general functions of junior merchandisers.	
		Visit to merchandise stores and observe the functions of admin level and observe the work of Divisional merchandise manager	
3	Visual Merchandising and Display	Visit in various merchandise stores for observation of visual merchandise and find out the window display	
		Visit in various merchandise stores for observation and find out the functions of visual merchandiser at work-place	
		Visit to two retail stores to compare the display of merchandise	
4	Duties and Responsibilities of Junior Merchandiser	Visit to retail store to study the role and functions of Junior Merchandiser	
		Visit to Retail Stores to understand how displays should conform to the company's requirements and standards.	
Unit Title: Store Operations			15
1	Store Layout	1. Visit a retail mall and understand the job responsibility of how store layout are designed and formed. 2. Work in retail store with the responsibility and function as store assistant.	
		1. Visit retail store and learn how the store layout is drawn. 2. Design a small independent store layout for one product with reference to commercial operations in retail outlet. 3. Visit to a retail format & formalities.	
		1. Work with retail store planner and learn the store layout designing. 2. Visit a store in more than three retail malls and note down the salient features of how	

		store layout is formed.	
2	Store Design	Visit to a retail store to study the store layout and design	
		Work with retail store planner and learn the store layout designing.	
3	Store Procedures	On-the-job or internship in a store management job in the retail sector.	
		Practically work in a retail store to understand the product promotions.	
		Practically work in a retail store to complete for open & close the retail store.	
4	Store Maintenance	On-the-job in a super market store and learn the process of handling and maintenance.	
		On job orientation of receipts and issue of product from the stores.	
Billing, Transport and Delivery			15
1	Billing Procedures	Role Plays and Activities based on Billing and Accounting Procedures.	
		On-the-job to handle payments in retail organization.	
2	Elements of Transportation	Make a small report on cost effective modes of retail transportation	
		Discuss with your instructor the significance of loading & unloading and make a brief report	
		Hold a group discussion to find solutions to the problems of retail transportation	
3	Delivery Procedures	Delivery process of Departmental Stores & Malls	
		Delivery process of Departmental Stores & Malls	
		Role Play on Customer Handling, Packing, bagging and Delivery of goods.	
4	Laws in Record Maintenance	Visit to retails organization and observe the recording maintenance system.	
		Visit to small shops/ grocery shops/ small scale industry observe the laws followed in recording maintenance system.	
Security Operation & Housekeeping in Retail			15
1	Security Points in Retail Store	1. Visit a retail store and make the list of security check points. 2. Develop a block model of retail store. 3. Role play at security points.	
2	Role and Functions of Security Personnel	Group discussion on advancement in security functions in retail store.	
3	Material Handling in House Keeping	1. Visit a Mall or working place where housekeeping materials are handled in the Retail store & learn from the experience of	

		expert. 1. Visit Retail Organization and interact regarding handling of housekeeping Materials, potential health hazards, handling of safety equipments.	
		Role plan on cleaning the store.	
		1. Role play on responsibilities of housekeeping work. 2. Visit a Retail Mall and practically learn to operate housekeeping equipments.	
4	Procedure in Housekeeping	1. By role play the responsibilities and the functions of the housekeeping work in retail store. 2. To visit and experience the housekeeping method in the work place of retail sector.	
		Visit to a retail store and observe what kind of methods applying for housekeeping of retail store.	
Communication at Work Place			15
1	Verbal and Non-verbal Communication	Practice sessions on effective use of verbal and non-verbal communication skills.	
		Practice sessions on effective use of verbal and non-verbal communication skills.	
2	Forms of Communication	Role play to demonstrate various feature of verbal and nonverbal communication	
		Visit to the retail outlet and asked to note down the advantages and disadvantages of different forms of communication	
3	Communication Media and Equipments	1. Role play to demonstrate the usage of various communication equipments 2. Role play to demonstrate communication etiquette	
		Visit to the retail outlet and asked to note down how to evaluate the communication media	
4	Barriers in Communication	Visit to the retail outlet and identify the barriers in communication.	
		Visit to the retail outlet and find out the strategies for overcome barriers in communication.	
Health Care and Personal Grooming in Retailing			10
1	Health Care Activities	Visit to a retail store to observe relevant practices adopted to maintain hygiene	
		Visit to a retail store to observe relevant practices adopted to prevent pollution.	
2	Health Care Measures	Visit to the retail outlet and asked to note down the health care measures in Retail	
		Group discussion to find out ways to make conditions safer	

		Interview a retail store owner to state the measures adopted by him to ensure health and safety at the store	
3	Personal Grooming Techniques	Make a small report on the basis of observation on groomed personalities.	
		Visit a restaurant and record the ways of table presentation and dining.	
4	Personal Grooming Tips	Interact with the beautician to learn tips on women makeup	
		1. Visit a doctor to discuss first aid requirements with respect to work related injuries in retail. 2. Visit to retail store and observe work related injuries while moving goods one place to another place.	

Teacher's Qualifications

Qualification, competencies and other requirements for appointment of Graduate Teacher (Retail Marketing Management) on contractual basis should be as follow:

S.No. Qualification Minimum Competencies Age Limit

1. Graduate or Diploma in Retail Management, P.G. Diploma in Marketing with at least 50% marks and 1 year experience.

Preparable to higher education with MBA (Retail Marketing) and PG Diploma in Retail Management.

- Effective communication skills (oral and written)
- Basic computing skills.
- Technical competencies (e.g. in areas such as marketing, sales promotion, store maintenance, marketing and merchandising etc.)

18-37 years

Age relaxation to be provided as per Govt. rules.

List of Tools, Equipment and Materials

The list given below is suggestive and an exhaustive list should be prepared by the teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

Retail Merchandizing Level-1 and Level-2 Std- (IX & X)

Equipments/Tools

1. Shelves for Stacking Products
2. Shopping Cart
3. Signage Board
4. Offer Signages
5. End Cap
6. Table (POS)
7. Chair (POS)
8. Poster (POS)
9. Card Swiping Machine
10. Mannequins
11. Gondolas
12. Display Photographs
13. Products
14. Dangers
15. Coupons and Vouchers