

## **Business Builder/Retailer** **SYLLABUS/ CURRICULUM**

This Programme is aimed at training candidates for the job of “Business Builder/Retailer”, in the “Retail” Sector/Industry and by the end of the program aims at building the following key competencies amongst the learner:

1	Implement legal compliances, policies and procedures	2	Effectively manage finances to accomplish business objectives
3	Conduct market analysis to ensure effective inventory and sales management	4	Ensure effective marketing of goods and services
5	Implement robust business systems to ensure process excellence	6	Maintain health and safety at workplace
7	Build relationships with stakeholders	8	Effectively manage customer experience
9	Exhibit business acumen and self-discipline		

This course encompasses 9 / 9\_NOS of “Business Builder/Retailer” - RAS/Q0202, Qualification Pack issued by RASCI.

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
1.	Implement legal compliances, policies and procedures		<b>Performance Criteria</b> The learners will be able to: <ul style="list-style-type: none"> <li>• gain knowledge of local corporations and government bodies that have a bearing on the particular business</li> <li>• identify corporations and government bodies and the contact persons of the particular corporations and government bodies</li> <li>• build and maintain relationships with the key persons to ensure smooth functioning of business</li> <li>• determine key elements of major legal oversight systems affecting business operations follow relevant rules and policies</li> <li>• compare various issues affecting different forms of contract and agreements within business operations update self with knowledge to minimise losses and maximise gains</li> <li>• ensure conformance to the relevant rules and policies for smooth functioning of business</li> <li>• update self with knowledge to minimise losses and maximise gains</li> </ul>	RAS / N0209

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• examine legal aspects of financial transactions within business operations</li> <li>• determine legal requirements for the sale of products and services</li> <li>• analyse various methods of regulating patents and trademarks in local business environment</li> <li>• identify and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials</li> <li>• ensure security checks and balances are conducted and balances to prevent hazards and risks involved in the business process</li> <li>• gain knowledge of ways and means to handle emergencies and mitigate risks</li> <li>• record, store and transfer information according to legislative and business requirements</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• local corporations/authorities that have a bearing on the particular business</li> <li>• policies and procedures that have a bearing on the particular business</li> <li>• legal formalities applicable for the particular business</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• knowledge of systems and processes involved in the business</li> <li>• hazards and risks involved in the business</li> </ul>	
2.	Effectively manage finances to accomplish business objectives		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• understand basic financial accounting</li> <li>• conduct basic accounting tasks and create and maintain reports</li> <li>• analyse and interpret sources of profits and causes of losses as reflected in the reports</li> <li>• assess and interpret information on costs and resource allocation</li> <li>• encourage team members actively to control costs in their areas of responsibility</li> <li>• understand the business cycle from</li> </ul>	RAS / N0210

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>accounting point of view</p> <ul style="list-style-type: none"> <li>• calculate break-even point and payment schedules</li> <li>• calculate credit amount and credit period required in order to break even</li> <li>• define vendor credit cycle to ensure smooth borrowing process</li> <li>• negotiate with vendor and finalise credit cycle</li> <li>• identify credit sources for borrowing of funds</li> <li>• compare the terms and conditions of sources offering credit</li> <li>• assess risks involved in borrowing / raising of funds</li> <li>• select the suitable credit source after evaluation of creditors</li> <li>• raise additional funds for business expansion</li> <li>• maintain policy and procedures in regard to preparation of budget or target figures</li> <li>• Compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets</li> <li>• gain knowledge of possible fraudulent activities in monetary and financial transactions</li> <li>• implement procedures and systems to prevent monetary losses due to fraudulent activities</li> <li>• Implement, monitor and maintain store systems for recording sales figures, revenue and expenditure</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• importance of error free accounting</li> <li>• legal implications of erroneous accounting</li> <li>• reporting forms and formats of the organisation</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• basic mathematical skills</li> <li>• elements, specific to business, that need to be considered in accounting</li> <li>• popular ways of accounting</li> <li>• risks management while expanding business</li> <li>• Basic of IT systems for accounting purpose</li> </ul>	

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3.	Conduct market analysis to ensure effective inventory and sales management		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• identify target audience profile/ consumer</li> <li>• continuously observe and identify buying patterns and analyse sales data to define assortments and modify them as per trends observed</li> <li>• be aware of competitors/other players/ substitute products</li> <li>• assess inventory/procuring capacity as per costs</li> <li>• take steps to prevent inventory losses</li> <li>• assess operational costs</li> <li>• calculate profits and margins</li> <li>• define targets to achieve business gains</li> <li>• plan for contingencies</li> <li>• ensure required Inventory is on hand</li> <li>• match logistics of delivery to inventory supply requirements</li> <li>• monitor stock levels and maintain at required levels</li> <li>• coordinate stocktake or cyclical count</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• products/services involved in the business</li> <li>• related products/services</li> <li>• competitors and substitutes</li> <li>• all costs involved</li> <li>• possible contingencies</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• equipment involved in the business</li> <li>• calculating various costs</li> <li>• possible sources of losses</li> </ul>	RAS / N0211
4.	Ensure effective marketing of goods and services		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• select right medium of promotions</li> <li>• organize resources depending upon the marketing medium</li> <li>• plan and budget for requirements for conducting promotional activities</li> <li>• track and monitor effectiveness of promotions</li> </ul> <p><b>Knowledge and Understanding Organizational</b></p>	RAS / N0212

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p><b>Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• possible promotion medium</li> <li>• possible seasonal effects</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• successful promotions in same/related industries</li> <li>• leveraging partners/vendors in executing promotions</li> </ul>	
5.	Implement robust business systems to ensure process excellence		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• gain in-depth knowledge of products/services involved in the business</li> <li>• train staff on features of products/services, their advantages and benefits with respect to comparative and complementary products in the market</li> <li>• be aware of market trend with respect to sales patterns as against comparative and complementary products in the market</li> <li>• gain knowledge of related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business</li> <li>• operate systems and equipment involved in running daily operations</li> <li>• gain knowledge of precautions and maintenance required while operating systems and equipment</li> <li>• be self updated on new technology that can improve efficiencies and reduce risks</li> <li>• train staff on using of systems and equipment relevant to business</li> <li>• train staff to handle emergencies that could occur while handling the systems or equipment</li> <li>• know and tap the best sources of materials</li> <li>• negotiate to arrive at the most profitable vendor relationship for the organization</li> <li>• train staff on packaging and marketing of products/services being sold</li> <li>• ensure quality check of products/services to maintain quality and conform to statutory quality requirements</li> </ul> <p>solicit and incorporate feedback on products/services received from the</p>	RAS / N0213

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>customers</p> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• know product/service being sold</li> <li>• know competition and substitute product/service being sold</li> <li>• know equipment being used by self packaging technology, as applicable</li> <li>• quality assurance processes</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• comparative offerings elsewhere</li> <li>• best in class equipment being used by others</li> <li>• best in class processes being used for the specific business</li> </ul>	
6.	Maintain health and safety at workplace		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• wash hands with clean water and soap in order to keep them clean at all times</li> <li>• wear clean and washed clothes every day</li> <li>• be presentable and well groomed to service customers of all types</li> <li>• use separate and clean handkerchief/cloth for wiping off perspiration or dust</li> <li>• keep the cleaning aids dry and clean</li> <li>• avoid sneezing or coughing around the area of work</li> <li>• sweep the surrounding area to create a tidy atmosphere</li> <li>• drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes</li> <li>• use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste</li> <li>• advise customers to throw waste at designated bins or waste areas</li> <li>• actively prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors</li> <li>• have knowledge of ways and means to handle emergency situations like fire, robbery, riots etc.</li> <li>• gain knowledge of ways and means to</li> </ul>	RAS / N0214

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>mitigate risks to people and property during emergencies</p> <ul style="list-style-type: none"> <li>• avoid locating the vending cart near heaps of dumped industrial or food waste with pests around</li> <li>• ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station</li> <li>• ensure that waste water is drained-off in closed drains or in a designated way</li> <li>• if necessary, educate others on the street, by example, not to litter and dump waste in an unauthorized manner area</li> <li>• assess the various work hazards</li> <li>• take necessary steps to eliminate or minimize hazards</li> <li>• analyse the causes of accidents at the workplace and identify measures to prevent such accidents from taking place</li> <li>• take preventive measures to avoid risk of burns and other injury</li> <li>• check and review the storage areas frequently</li> <li>• stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas</li> <li>• use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies</li> <li>• ensure to display safety signs at places where necessary for people to be cautious</li> <li>• adhere to safety standards and ensure no material damage</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• legal implications of not implementing health and sanitation requirements</li> <li>• possible emergencies</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• health and sanitation requirements and the importance of the same</li> <li>• possible losses due to emergency situations</li> </ul>	
7.	Build relationships with stakeholders		<p><b>Performance Criteria</b> The learners will be able to:</p>	RAS / N0215

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• communicate clearly in the required local language</li> <li>• articulate clearly and coherently</li> <li>• respond appropriately</li> <li>• assess what is required from specific vendors</li> <li>• express need clearly and get into workable relationship with vendor/s</li> <li>• negotiate with vendors for better deal</li> <li>• ensure proper contracting with vendors</li> <li>• ensure minimisation of possible risks and losses in vendor relationships</li> <li>• share and gather best practices and maintain cordial relationships with vendors</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• know relationship building with vendors and engage with them vendors and connect with them</li> <li>• awareness of vendor rating</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• local language</li> <li>• basic offerings by vendors elsewhere</li> </ul>	
8.	Effectively manage customer experience		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• identify target customers</li> <li>• understand and assess target customer need and desire</li> <li>• update self to identify possible options to satisfy customer need</li> <li>• present options in an attractive manner that are mutually beneficial in nature</li> <li>• build relationships with customers to generate referrals</li> <li>• take feedback to improvise to increase business returns and reach</li> <li>• manage on time delivery service fulfilment</li> <li>• implement customer loyalty programs like vouchers , promotions</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• the target customer</li> </ul>	RAS / N0216



S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>acceptable service fulfillment norms</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>how to build referrals</li> <li>what is a loyalty program</li> </ul>	
9.	Exhibit business acumen and self-discipline		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>make a short term and long term plan with respect to returns from the business</li> <li>define milestones and break them into achievable targets</li> <li>assess efforts and resources required</li> <li>get buy in from investors and other credit sources</li> <li>understand entrepreneurial thinking and perspective</li> <li>participate in workshops, seminars and engage with other successful business owners</li> <li>aim for self-development through available mediums</li> <li>get certifications in related line of business</li> <li>explore opportunities and create solutions to face uncertainties</li> <li>keep self-updated to be able to expand business in other fields/line of business as desired</li> <li>improvise methods so as to improve efficiencies</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>success stories in the related field</li> <li>innovations in the relevant product/service</li> <li>other successful organisations in the same space</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>strengths, weakness, opportunity of and threat to self and own organization</li> </ul>	RAS / N0217
<b>Core Skills / Generic Skills</b>				
10.	Writing Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>Complete documentation accurately</li> <li>Collate simple data when required</li> </ul>	All 9 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
11.	Reading Skills		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>• Read information accurately</li> <li>• Read and interpret data sheets</li> </ul>	All 9 NOSs
12.	Oral Communication (Listening and Speaking skills)		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>• Use gestures or simple words to communicate where language barriers exist</li> <li>• Use questioning to minimise misunderstandings</li> <li>• Display courteous and helpful behaviour at all times</li> </ul>	All 9 NOSs
<b>Professional Skills</b>				
13.	Plan and Organise		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>• plan and organize service feedback files/documents</li> <li>• schedule daily activities and drawing up priorities; allocate start times, estimation of completion times and materials, equipment and assistance required for completion</li> </ul>	All 9 NOSs
14.	Customer Centricity		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>• Build customer relationships and use customer centric approach</li> </ul>	All 9 NOSs
15.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>• identify problems immediately and take up solutions quickly to resolve delays</li> <li>• think through the problem, evaluate the possible solution(s) and adopt an optimum/best possible solution(s)</li> </ul>	All 9 NOSs

*(This syllabus/ curriculum has been approved by RASCI)*