

## **Business Enhancer/ Multichannel Retailer SYLLABUS/ CURRICULUM**

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

1	Establish legal, statutory and risk management requirements for business	2	Manage finances and implement financial control systems
3	Manage Business to achieve operational excellence	4	Develop marketing strategy and business plans
5	Effectively manage customer experience	6	Manage Human resources
7	Demonstrate leadership behaviour to achieve organizational objectives	8	Operate within ethical Business environment
9	Fulfil duties and obligations towards the Society		

This course encompasses 9 / 9\_NOS of “Business Enhancer/Multichannel Retailer” - RAS/Q0204, Qualification Pack issued by RASCI.

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
1.	Establish legal, statutory and risk management requirements for business		<b>Performance Criteria</b> The learners will be able to: <ul style="list-style-type: none"> <li>• liaison with key officials of local corporations and government bodies that have a bearing on the particular business</li> <li>• build and maintain relationships with the key persons to ensure smooth functioning of business</li> <li>• ensure that shops, establishments and production unit follow policies and procedures that have a bearing on the business</li> <li>• ensure recording of errors and exceptions</li> <li>• conduct personal checks on such records to reduce such instances</li> <li>• gain knowledge to minimise losses and maximise gains by ensuring quality of goods</li> <li>• ensure implementation of processes involved in the business</li> <li>• ensure checks and balances to prevent</li> </ul>	RAS / N0229

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			<p>hazards and risks involved in the process</p> <ul style="list-style-type: none"> <li>• ensure implementation of procedures to handle emergencies and mitigate risks</li> <li>• ensure team's awareness about possible fraudulent activities</li> <li>• ensure implementation of checks to prevent monetary losses due to fraudulent activities</li> <li>• ensure recording of errors and exceptions</li> <li>• ensure improvement of processes to minimise losses due to errors and fraudulent activities</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 process</li> <li>• policies and procedures that have a bearing on the particular business process</li> <li>• legal formalities applicable for the particular business</li> <li>• required team capability to ensure relevant functions</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 processes involved in the business</li> <li>• hazards and risks involved in the business</li> <li>• quality norms relevant to the business/processes/services</li> </ul>	
2.	Manage finances and implement financial control systems		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• ensure regular and sufficient furnishing of finances</li> <li>• ensure ample returns to the shareholders</li> <li>• ensure optimum funds utilization at least cost</li> <li>• ensure safety on investment such that optimum rate of return is achieved</li> <li>• plan a sound composition of capital such that a balance is maintained between debt and equity capital</li> <li>• understand cash-cum-cost sheet for efficient decision making</li> <li>• raise additional funds for business expansion</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b></p>	RAS / N0230

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• organization financial status</li> <li>• shareholder expectation</li> <li>• investment mix</li> <li>• business expansion plans</li> <li>• reporting forms and formats of the organization</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>• advanced accounting understanding</li> <li>• risks management while expanding business</li> <li>• industry opportunities</li> <li>• competition strategies on expansion</li> </ul>	
3.	Manage Business to achieve operational excellence		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• ensure awareness of similar businesses</li> <li>• get team to collect and compile relevant market data needed to plan business offerings</li> <li>• analyse compiled market data to identify need and plan assortment accordingly</li> <li>• ensure effective inventory management with implementation of re-order quantity and lead time as defined in-store/organization processes</li> <li>• minimise losses from ageing/damaged/expired stock</li> <li>• assess operational costs and set targets and sales figures to maximize profits</li> <li>• negotiate and generate credit from vendors/suppliers</li> <li>• plan for contingencies</li> <li>• ensure optimum utilisation of resources in daily operations</li> <li>• ensure the required precautions taken and timely maintenance</li> <li>• ensure team updations on new technology that can improve efficiencies and reduce risks</li> <li>• ensure team competence on using of equipment's relevant to business</li> <li>• ensure insurance and safekeeping of all goods and properties involved in the business</li> <li>• ensure relevant team knows how to create a project proposal</li> <li>• offer logical presentation of the idea</li> <li>• show the importance of the plan</li> </ul>	RAS / N0231

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• illustrate the plan's connection to earlier activities</li> <li>• express actions for the planned project</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>• similar businesses and their highs and lows</li> <li>• possible business risks</li> <li>• project history</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>• SWOT analysis</li> <li>• evaluating proposals</li> <li>• project planning</li> <li>• contingency management</li> </ul>	
4.	Develop marketing strategy and business plans		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• ensure thorough knowledge of product/s involved in the business within the team</li> <li>• ensure team updations on market trend with respect to sales patterns of related products</li> <li>• ensure team knowledge of related products and possible opportunities with respect to up-selling, cross selling, expansion of business etc.</li> <li>• incorporate critical changes as per market trends</li> <li>• ensure quality check of products/services to maintain quality and conform to statutory quality requirements</li> <li>• analyse addition/deletion of lines to maximise profits and minimise losses</li> <li>• identify the most effective channels of promotions for the target group and achieve maximum success by getting relevant promotional events executed</li> <li>• optimise the use of social media to achieve maximum reach and penetration</li> <li>• negotiate to arrive at the most profitable relationship with the best sources of raw materials/products/services for the organization</li> <li>• ensure team competence in manufacturing/selling/servicing of products/services being sold at optimum costs</li> </ul>	RAS / N0232

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>and with minimum wastages/losses</p> <ul style="list-style-type: none"> <li>price products to achieve organisation goals and enhance profitability</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>company and competition</li> <li>pricing policy and the working for the same</li> <li>promotional history of the organization</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>pricing and promotions across the industry</li> <li>current market conditions</li> </ul>	
5.	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 needs</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>ensure on-time delivery service fulfilment</li> <li>ensure implementation of 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>target customer</li> <li>customer's expectation of products and service levels</li> <li>service fulfillment commitments and standards</li> <li>customer loyalty programs like vouchers, promotions</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> </ul>	RAS / N0233

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>what is a loyalty program</li> <li>how to build schemes for existing customers and to attract new customers</li> <li>current schemes run by similar organizations</li> </ul>	
6.	Manage Human resources		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>ensure conformance to procedures for interviewing, hiring, evaluating and preparing job description for new employees</li> <li>ensure employee connect, offer career prospects, communicate organizational goals and objectives and congratulate on success</li> <li>ensure training and development of team in a manner that benefits organization and also fulfils personal objectives</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>manpower requirement</li> <li>training needs</li> <li>employee engagement needs</li> <li>HR policies</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>industry norms for manpower engagement</li> <li>essential statutory compliances</li> </ul>	RAS / N0234
7.	Demonstrate leadership behaviour to achieve organizational objectives		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <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> <li>lead team by communicating team objectives</li> <li>direct the organization and motivate team to seek defined objective enthusiastically</li> </ul>	RAS / N0235

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			<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>• team motivators</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>	
8.	Operate within ethical Business environment		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• list guidelines and policies to define behavior and interactions with stakeholders</li> <li>• ensure code of ethics is followed</li> <li>• adhere to ethical standards and deal fairly, honestly and responsibly with all stakeholders</li> <li>• ensure members in the board who can add value to the retail enterprise</li> <li>• ensure that broader interests of the society are also taken care of</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>• processes and their ethical interpretation</li> <li>• current practices from ethical point of view</li> <li>• improvements and amendments that could be made from ethical point of view</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>• standard practices and requirements</li> <li>• assessment of individuals to be included as board members</li> </ul>	RAS / N0236
9.	Fulfil duties and obligations towards the Society		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• ensure that enterprise does not endanger a community or society</li> <li>• strive to relate the operations and policies so as to be mutually beneficial to the enterprise and the society</li> <li>• execute some initiatives that contribute to community development</li> </ul>	RAS / N0237

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			<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>• functions of the organization that could have an impact on the society</li> <li>• role that the organization could play to improve the society</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>• activities that other organizations and similar organizations are conducting for betterment of society</li> </ul>	
<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
11.	Reading Skills		<p>On the job the individual needs to be able to:</p> <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)		<p>On the job the individual needs to be able to:</p> <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		<p>On the job the individual needs to be able to:</p> <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		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>• Build customer relationships and use customer centric approach</li> </ul>	All 9 NOSs
15.	Problem Solving		<p>On the job the individual needs to be able to:</p> <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)*