

Model Curriculum

Business Enhancer/Multichannel Retailer

SECTOR : RETAIL

SUB-SECTOR : RETAIL BUSINESS

OCCUPATION : CONSUMER SALES

REF. ID : RAS/Q0204 VERSION 1.0

NSQF LEVEL : 7

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	16
3. Annexure: Assessment Criteria	17



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/Qualification Pack: **'Business Enhancer/Multichannel Retailer'** QP No. **'RAS/Qo2o4 NSQF Level 7'**

Date of Issuance: **May 21st, 2021**

Valid up to: **May 26th, 2024**

* Valid up to the next review date of the Qualification Pack



Authorised Signatory
(Retailers Association's Skill Council of India)

Business Enhancer /Multichannel Retailer

Curriculum / Syllabus

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

Program Name	Business Enhancer/Multichannel Retailer		
Qualification Pack Name & Reference ID.	Business Enhancer/Multichannel Retailer RAS/Q0204 VERSION 1.0		
Version No.	1.0	Version Update Date	21-05-2021
Pre-requisites to Training	10th Standard Pass and 1 year experience in a managerial role OR ITI Pass (2 Years after Class 8) and 1 year experience in a managerial role OR Certified in NSQF level 6 Job role of Retail Sector / Any following Job roles – Business Leader / Retail Departmental Manager and 1 year experience in a managerial role.		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Establish legal, statutory and risk management requirements for business • Manage financial operations through robust accounting systems • Manage business to achieve operational excellence • Ensure product, pricing and promotions are in harmony to augment sales and profitability • Effectively manage customer experience • Manage human resources • Demonstrate leadership behaviour to achieve organizational objectives • Operate within ethical business environment • Fulfil duties and obligations towards the society 		

This course encompasses 9 out of 9 National Occupational Standards (NOS) of “Business Enhancer/Multichannel Retailer” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Establish legal, statutory and risk management requirements for business</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0222</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • determine legal options for the most suitable type of business structure • determine legal rights and responsibilities of the business to ensure business is adequately protected under legal and legislative provisions • confer with relevant business partners, business principles, franchisors and funders to inform final decision regarding business structure • seek legal and accounting expertise as required to inform final decision regarding business structure • liaison with key officials of local corporations and government bodies that have a bearing on the particular business • interact and maintain relationships with the key persons to ensure smooth functioning of business • secure information on purchase rights to products and services and ensure full understanding of their implications • establish cost of procurement rights to products and services, including ongoing financial planning • determine brand ownership and protection rights • secure contractual procurement rights to provide optimal conditions for procurement of products and services • ensure that shops and establishments follow policies and procedures that have a bearing on the business • ensure recording of errors and exceptions and conduct personal checks on such records to reduce such instances • understand the concept of minimising losses and maximising gains by ensuring quality of goods • determine legal rules relating to ownership of assets and intellectual property • apply legal rules relating to the transfer of risk • design and issue warranties in compliance with relevant legislation • ensure insurance for business operations and products complies with relevant legislation • determine legal remedies and enforcement options available for the resolution of disputes • ensure implementation of processes involved in the business • ensure checks and balances to prevent hazards and risks involved in the process • ensure implementation of procedures to handle emergencies and mitigate risks • describe to the team about possible fraudulent activities 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form;</p>

		<ul style="list-style-type: none"> ensure improvement of processes to minimise losses due to errors and fraudulent activities <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> local corporations/authorities that have a bearing on the particular business process policies and procedures that have a bearing on the particular business process legal formalities applicable for the particular business required team capability to ensure relevant functions knowledge of the processes involved in the business hazards and risks involved in the business quality norms relevant to the business/processes/services 	<p>Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
--	--	---	--

<p>2</p>	<p>Manage financial operations through robust accounting systems</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0215</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • describe business policy and procedures in regard to preparation of budget or target figures • present proposed budgets or targets accurately and concisely to the concerned stakeholders • negotiate necessary changes to agreed budget allocations if necessary • monitor income and expenditure and maintain expenditure within budget targets according to business policy • take prompt corrective action where significant deviations from budget occur • enforce budget audit mechanisms and compliance requirements • ensure team ability to conduct basic accounting tasks, creating and maintaining reports • build team ability to analyse sources of profits and causes of losses as reflected in the reports • ensure implementation of checks to prevent monetary losses due to fraudulent activities • monitor and maintain business systems for recording sales figures, revenue, personnel and payroll information, and expenditure • implement cost reduction measures according to business policy and procedures • encourage team members to actively control costs in their areas of responsibility • implement recommendations for improving cost reduction or communicate to the team • describe the business cycle from accounting point of view • calculate credit amount, credit period, break-even point and payment schedules • define vendor credit cycle to ensure smooth borrowing process 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode;</p>
----------	---	---	--

		<ul style="list-style-type: none"> • negotiate to arrive at the most profitable vendor relationship for the organization and finalise credit cycle • identify credit sources for business expansion • describe the terms and conditions of sources offering credit • identify risks involved in each of sources be considered • select suitable source of credit • define processes for approving trading terms • establish supplier trading terms • define business customer/direct customer trading terms • approve trading terms according to business policy and procedures <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • organization financial status • shareholder expectation • investment mix • business expansion plans • reporting forms and formats of the organization • elements, specific to business, that need to be considered for budgeting and accounting • risks management while expanding business • systems that enable timely collection, management and processing of information 	<p>VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
--	--	---	---

<p>3</p>	<p>Manage business to achieve operational excellence</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0223</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • understand similar businesses • drive the team to collect and compile relevant market data needed to plan business offerings • analyse compiled market data to identify need and plan assortment accordingly • ensure effective inventory management with implementation of re-order mechanism quantity and lead time as defined in store/organization processes • minimise losses from ageing/damaged/expired stock • determine operational costs and set targets and sales figures to maximise profits • negotiate and generate credit from vendors/suppliers • plan for contingencies in case of deviations • ensure optimum utilisation of resources in daily operations • ensure the required precautions are taken and timely maintenance of equipment • ensure team updations on new technology that can improve efficiencies and reduce risks • ensure team competence on using of equipment relevant to business • ensure insurance and safekeeping of all goods and properties involved in the business • identify technologies relevant to e-commerce solutions • determine capabilities and limitations of the internet • determine impact and use of websites • determine e-commerce solutions for compliance to business outcomes and customer requirements • monitor e-commerce system for ability to meet peak demands • collect and review strategic data on ongoing effectiveness of e-commerce solutions • ensure modifications or customisation of e-commerce systems to meet changing internal or external customer demands 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates;</p>
----------	---	--	---

		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • similar businesses and their highs and lows • possible business risks • market study • inventory management • integration of technology to retail processes • proposal evaluation • project planning • contingency management 	<p>Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
4	<p>Ensure product, pricing and promotions are in harmony to augment sales and profitability</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0224</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • identify target audience/ consumer profile • identify buying patterns and analyse sales data to define assortments and modify them as per trends observed • understand competitors/other players/ substitute products • determine means to forecast demands on inventory • describe the importance for monitoring market trends and technology changes as part of managing inventory demands • determine inventory/procuring capacity and ensure required inventory is on hand as per demand • monitor stock levels and maintain at required levels • calculate and assess operational costs, profits and margins • define targets for self and team to achieve business gains • match logistics of delivery to inventory supply requirements • take steps to prevent inventory losses and plan for contingencies in case of stockout • understand product/s involved in the business • describe market trend with respect to sales patterns of related products • describe related products and possible opportunities with respect to up- selling, cross selling, expansion of business etc. • ensure quality check of products/services to maintain quality and conform to statutory quality requirements 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel: Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners;</p>

		<ul style="list-style-type: none"> analyse addition/deletion of product lines to maximise profits and minimise losses identify the most effective channels of promotions for the target group and achieve maximum success by getting relevant promotional events executed optimise the use of social media to achieve maximum reach and penetration establish strategic fit of brand online features with business purpose integrate online and other brand management strategies determine online consumer attitudes to brand determine comparative advantage of brand over competitors in an online environment determine methods to communicate the brand in an online form set indicators for measuring ongoing brand value and success ensure team competence in selling/servicing of products/services being sold at optimum costs and with minimum wastages/losses price products to achieve organisation goals and enhance profitability <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> company and competition pricing policy and the working for the same promotional history of the organization management of inventory and sales pricing and promotions across the industry current market conditions 	<p>POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
5	<p>Effectively manage customer experience</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0225</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> identify target customers and understand their need and desire identify possible options to satisfy customer needs present options in an attractive manner that are mutually beneficial in nature describe the concept of building relationships with customers to generate referrals collect feedback to improvise to increase business returns and reach ensure on-time delivery service fulfilment ensure implementation of customer loyalty programs like vouchers, promotions identify procedures and test operation of technologies and associated applications in line with nature of customer contact gather and apply feedback from relevant staff on 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue

		<p>operation of technologies</p> <ul style="list-style-type: none"> • explain the benefits of communication using technologies relevant to customers • collect required customer data for communication using technologies • process customer data according to workplace procedures • apply suggested improvements to improve customer communications <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • target customer • customer's expectation of products and service levels • service fulfillment commitments and standards • customer loyalty programs like vouchers, promotions • how to build customer referrals • technology platform for customer communication • how to build schemes for existing customers and attract new customers • current schemes run by similar organizations 	<p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
--	--	---	---

<p>6</p>	<p>Manage human resources</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0226</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> ensure conformance to procedures for interviewing, hiring, evaluating and preparing job description for new employees ensure employee connect, offer career prospects, communicate organizational goals and objectives and congratulate on success ensure training and development of team in a manner that benefits organization and also fulfils personal objectives <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> manpower requirement training needs employee engagement needs HR policies industry norms for manpower engagement essential statutory compliances 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies;</p>
----------	--	---	---

			<p>Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
7	<p>Demonstrate leadership behaviour to achieve organizational objectives</p> <p>Theory Duration (hh:mm) 13:00</p> <p>Practical Duration (hh:mm) 13:00</p> <p>Corresponding NOS Code RAS / N0227</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • understand entrepreneurial thinking and perspective • participate in workshops, seminars and engage with other successful business owners • drive self-development through available mediums • identify and get certifications in related line of business • identify opportunities and create solutions to face uncertainties • keep self-updated to be able to expand business in other fields/line of business as desired • improvise methods so as to improve efficiencies • lead team by communicating team objectives • direct the organization and motivate team to seek defined objective enthusiastically <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • success stories in the related field • innovations in the relevant product/service • team motivators • strengths, weakness, opportunity of and threat to self and own organization 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox);</p>

			<p>Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
--	--	--	--

<p>8</p>	<p>Operate within ethical business environment</p> <p>Theory Duration (hh:mm) 13:00</p> <p>Practical Duration (hh:mm) 13:00</p> <p>Corresponding NOS Code RAS/N0228</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> list guidelines and policies to define behavior and interactions with stakeholders follow code of ethics by self and team adhere to ethical standards and deal fairly, honestly and responsibly with all stakeholders constitute members in the board who can add value to the retail enterprise take care of that broader interests of the society <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> processes and their ethical interpretation current practices from ethical point of view improvements and amendments that could be made from ethical point of view standard practices and requirements assessment of individuals to be included as board members 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> Dummy billing software E-commerce portal/online sales site Inventory tracker Attendance register in .xls Videos (Testimonials/success stories) Internet connectivity for live hands on experience Dummy DSRs (softcopy) Dummy balance sheet Digital product catalogue Physical display items in lab to represent multichannel: Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies
----------	---	--	---

<p>9</p>	<p>Operate within ethical business environment</p> <p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code RAS / N0229</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> recognize and make sure that enterprise does not endanger a community or society define the operations and policies so as to be mutually beneficial to the enterprise and the society execute some initiatives that contribute to community development <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> functions of the organization that could have an impact on the society role that the organization could play to improve the society activities that other organizations and similar organizations are conducting for betterment of society 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies</p>
----------	---	---	--

	<p>Total Duration</p> <p>Theory Duration 175:00</p> <p>Practical Duration 175:00</p>	<p>Unique Equipment Required:</p> <ul style="list-style-type: none"> ❖ Computer with below softwares/items: <ul style="list-style-type: none"> • Dummy billing software • E-commerce portal/online sales site • Inventory tracker • Attendance register in .xls • Videos (Testimonials/success stories) • Internet connectivity for live hands on experience • Dummy DSRs (softcopy) • Dummy balance sheet • Digital product catalogue ❖ Physical display items in lab to represent multichannel: <ul style="list-style-type: none"> • Display Racks (Gondolas)/Shelves for stacking products • Display/boards/standees for products/offers • Point of Sale (POS) Terminal/ Computer with dummy billing software • Bar code scanner • Dummy products with barcode • VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage) • Shopping basket/cart • Weighing scale • Dummy DSRs • Online product delivery kit • Product detailer/catalogue • Card swiping machine – EOC • Cash till for cash reconciliation & Bank deposits • Customer feedback forms • Sample Vendor online registration form • Few posters depicting success stories of big conglomerates • Sample contact list of local/government bodies 	
--	---	---	--

Grand Total Course Duration: 350 Hours 00 Minutes

(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)

Trainer Prerequisites for Job role: “Business Enhancer/Multichannel Retailer” mapped to Qualification Pack: “RAS/Q0204 VERSION 1.0”

Sr. No.	Area	Details
1	Job Description	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	Personal Attributes	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> • Should be subject knowledge / matter expert • Effective communication skills and proven integrity, as well as sincerity • Ability to conduct interactive training program and concentrate on details • High sense of thoughtfulness in a habitually active environment • Multi-talented and resourceful ability when handling different tasks • Highly skilled in promoting friendly atmosphere and efficient in managing learners
3	Minimum Educational Qualifications	Retail Diploma/Graduate
4a	Domain Certification	Certified for Job Role: “ <u>Business Enhancer/Multichannel Retailer</u> ” mapped to QP “ <u>RAS/Q0204 VERSION 1.0</u> ”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	<ul style="list-style-type: none"> • 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory experience OR <ul style="list-style-type: none"> • 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory training experience (who has trained team leaders and above or has functioned as a master trainer)

Annexure: Assessment Criteria

Assessment Criteria for Business Enhancer/Multichannel Retailer	
Job Role	Business Enhancer/Multichannel Retailer
Qualification Pack	RAS/Q0204 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
1. RAS/N0222 (Establish legal, statutory and risk management requirements for business)	PC1. determine legal options for the most suitable type of business structure	100	4	1.2	2.8
	PC2. determine legal rights and responsibilities of the business to ensure business is adequately protected under legal and legislative provisions		4	1.2	2.8
	PC3. confer with relevant business partners, business principles, franchisors and funders to inform final decision regarding business structure		4	1.2	2.8
	PC4. seek legal and accounting expertise as required to inform final decision regarding business structure		4	1.2	2.8
	PC5. liaison with key officials of local corporations and government bodies that have a bearing on the particular business		6	1.8	4.2
	PC6. interact and maintain relationships with the key persons to ensure smooth functioning of business		4	1.2	2.8

	PC7. secure information on purchase rights to products and services and ensure full understanding of their implications		4	1.2	2.8
	PC8. establish cost of procurement rights to products and services, including ongoing financial planning		4	1.2	2.8
	PC9. determine brand ownership and protection rights		4	1.2	2.8
	PC10. secure contractual procurement rights to provide optimal conditions for procurement of products and services		4	1.2	2.8
	PC11. ensure that shops, establishments and production unit follow policies and procedures that have a bearing on the business		6	1.8	4.2
	PC12. ensure recording of errors and exceptions and conduct personal checks on such records to reduce such instances		4	1.2	2.8
	PC13. understand the concept of minimising losses and maximising gains by ensuring quality of goods		6	1.8	4.2
	PC14. determine legal rules relating to ownership of assets and intellectual property		4	1.2	2.8
	PC15. apply legal rules relating to the transfer of risk		4	1.2	2.8
	PC16. design and issue warranties in compliance with relevant legislation		4	1.2	2.8
	PC17. ensure insurance for business operations and products complies with relevant legislation		4	1.2	2.8
	PC18. determine legal remedies and enforcement options available for the resolution of disputes		4	1.2	2.8
	PC19. ensure implementation of processes involved in the business		4	1.2	2.8
	PC20. ensure checks and balances to prevent hazards and risks involved in the process		4	1.2	2.8
	PC21. ensure implementation of procedures to handle emergencies and mitigate risks		4	1.2	2.8
	PC22. describe to the team about possible fraudulent activities		4	1.2	2.8
	PC23. ensure process implementation and improvement to minimise losses due to errors and fraudulent activities		6	1.8	4.2
		Total	100	30	70
2. RAS/N0215 (Manage financial operations through robust accounting systems)	PC1. describe business policy and procedures in regard to preparation of budget or target figures	100	4	1.2	2.8
	PC2. present proposed budgets or targets accurately and concisely to the concerned stakeholders		4	1.2	2.8
	PC3. negotiate necessary changes to agreed budget allocations if necessary		4	1.2	2.8

PC4. monitor income and expenditure and maintain expenditure within budget targets according to business policy	4	1.2	2.8
PC5. take prompt corrective action where significant deviations from budget occur	4	1.2	2.8
PC6. enforce budget audit mechanisms and compliance requirements	4	1.2	49
PC7. ensure team ability to conduct basic accounting tasks and creating and maintaining reports	4	1.2	2.8
PC8. build team ability to analyse sources of profits and causes of losses as reflected in the reports	4	1.2	2.8
PC9. ensure implementation of checks to prevent monetary losses due to fraudulent activities	4	1.2	2.8
PC10. monitor and maintain business systems for recording sales figures, revenue, personnel and payroll information, and expenditure	4	1.2	2.8
PC11. implement cost reduction measures according to business policy and procedures	4	1.2	2.8
PC12. encourage team members to actively control costs in their areas of responsibility	4	1.2	2.8
PC13. implement recommendations for improving cost reduction or communicate to the team	4	1.2	2.8
PC14. describe the business cycle from accounting point of view	4	1.2	2.8
PC15. calculate credit amount, credit period, break-even point and payment schedules	4	1.2	2.8
PC16. define vendor credit cycle to ensure smooth borrowing process	4	1.2	2.8
PC17. negotiate to arrive at the most profitable vendor relationship for the organization and finalise credit cycle	4	1.2	2.8
PC18. identify credit sources for business expansion	4	1.2	2.8
PC19. describe the terms and conditions of sources offering credit	4	1.2	2.8
PC20. identify risks involved in each of sources be considered	4	1.2	2.8
PC21. select the suitable credit source	4	1.2	2.8
PC22. define processes for approving trading terms	4	1.2	2.8
PC23. establish supplier trading terms	4	1.2	2.8
PC24. define business customer/direct customer trading terms	4	1.2	2.8
PC25. approve trading terms according to business policy and procedures	4	1.2	2.8
Total	100	30	70

3. RAS/N0223 (Manage Business to achieve operational excellence)	PC1. understand similar businesses	100	5	1.5	3.5
	PC2. drive the team to collect and compile relevant market data needed to plan business offerings		5	1.5	3.5
	PC3. analyse compiled market data to identify need and plan assortment accordingly		5	1.5	3.5
	PC4. ensure effective inventory management with implementation of re-order quantity and lead time as defined in-store/organization processes		5	1.5	3.5
	PC5. minimise losses from ageing/damaged/expired stock		5	1.5	3.5
	PC6. determine operational costs and set targets and sales figures to maximise profits		5	1.5	3.5
	PC7. negotiate and generate credit from vendors/suppliers		5	1.5	3.5
	PC8. plan for contingencies in case of deviations		5	1.5	3.5
	PC9. ensure optimum utilisation of resources in daily operations		5	1.5	3.5
	PC10. ensure the required precautions are taken and timely maintenance of equipment		5	1.5	3.5
	PC11. ensure team updations on new technology that can improve efficiencies and reduce risks		5	1.5	3.5
	PC12. ensure team competence on using of equipment relevant to business		5	1.5	3.5
	PC13. ensure insurance and safekeeping of all goods and properties involved in the business		5	1.5	3.5
	PC14. identify technologies relevant to e-commerce solutions		5	1.5	3.5
	PC15. determine capabilities and limitations of the internet		5	1.5	3.5
	PC16. determine impact and use of websites		5	1.5	3.5
	PC17. determine e-commerce solutions for compliance to business outcomes and customer requirements		5	1.5	3.5
	PC18. monitor ecommerce system for ability to meet peak demands		5	1.5	3.5
	PC19. collect and review strategic data on ongoing effectiveness of e-commerce solutions		5	1.5	3.5
	PC20. undertake modifications or customisation of e commerce systems to meet changing internal or external customer demands		5	1.5	3.5
	Total	100	30	70	
4. RAS/N0224 (Ensure product, pricing and promotions are	PC1. identify target audience/ consumer profile	100	4	1.2	2.8
	PC2. identify buying patterns and analyse sales data to define assortments and modify them as per trends observed		4	1.2	2.8

in harmony to augment sales and profitability)	PC3. understand competitors/other players/ substitute products	4	1.2	2.8
	PC4. determine means to forecast demands on inventory	3	1	2
	PC5. describe the importance to the team for monitoring market trends and technology changes as part of managing inventory demands	3	1	2
	PC6. assess inventory/procuring capacity and ensure required Inventory is on hand as per demand	4	1.2	2.8
	PC7. coordinate stocktake or cyclical count and monitor stock levels and maintain at required levels	4	1.2	2.8
	PC8. calculate and assess operational costs, profits and margins	4	1.2	2.8
	PC9. define targets for self and team to achieve business gains	4	1.2	2.8
	PC10. match logistics of delivery to inventory supply requirements	4	1.2	2.8
	PC11. take steps to prevent inventory losses and plan for contingencies in case of stockout	4	1.2	2.8
	PC12. understand product/s involved in the business within the team	4	1.2	2.8
	PC13. describe market trend with respect to sales patterns of related products	4	1.2	2.8
	PC14. describe related products and possible opportunities with respect to up- selling, cross selling, expansion of business etc.	4	1.2	2.8
	PC15. ensure quality check of products/services to maintain quality and conform to statutory quality requirements	4	1.2	2.8
	PC16. analyse addition/deletion of product lines to maximise profits and minimise losses	4	1.2	2.8
	PC17. identify the most effective channels of promotions for the target group and achieve maximum success by getting relevant promotional events executed	4	1.2	2.8
	PC18. optimise the use of social media to achieve maximum reach and penetration	3	1	2
	PC19. establish strategic fit of brand online features with business purpose	4	1.2	2.8
	PC20. integrate online and other brand management strategies	4	1.2	2.8
	PC21. determine online consumer attitudes to brand	4	1.2	2.8
	PC22. determine comparative advantage of brand over competitors in an online environment	4	1.2	2.8
	PC23. determine methods to communicate the brand in an online platform	4	1.2	2.8

	PC24. set indicators for measuring ongoing brand value and success		3	1	2
	PC25. ensure team competence in selling/servicing of products/services being sold at optimum costs and with minimum wastages/losses		4	1.2	2.8
	PC26. price products to achieve organisation goals and enhance profitability		4	1.2	2.8
		Total	100	30	70
5. RAS/N0225 (Effectively manage customer experience)	PC1. identify target customers and understand their need and desire	100	10	3	7
	PC2. identify possible options to satisfy customer needs		10	3	7
	PC3. present options in an attractive manner that are mutually beneficial in nature		10	3	7
	PC4. describe the concept of building relationships with customers to generate referrals		10	3	7
	PC5. collect feedback to improvise to increase business returns and reach		10	3	7
	PC6. ensure on-time delivery service fulfilment		10	3	7
	PC7. ensure implementation of customer loyalty programs like vouchers, promotions		10	3	7
	PC8. identify procedures and test operation of technologies and associated applications in line with nature of customer contact		5	1.5	3.5
	PC9. gather and apply feedback from relevant staff on operation of technologies		5	1.5	3.5
	PC10. explain the benefits of communication using technologies relevant to customers		5	1.5	3.5
	PC11. collect required customer data for communication using technologies		5	1.5	3.5
	PC12. process customer data according to workplace procedures		5	1.5	3.5
	PC13. apply suggested improvements to improve customer communications		5	1.5	3.5
			100	30	70
6. RAS/N0226 (Manage Human resources)	PC1. ensure conformance to procedures for interviewing, hiring, evaluating and preparing job description for new employees	100	35	10.5	24.5
	PC2. ensure employee connect, offer career prospects, communicate organizational goals and objectives and congratulate on success		30	9	21
	PC3. ensure training and development of team in a manner that benefits organization and also fulfils personal objectives		35	10.5	24.5
		Total	100	30	70
7. RAS/N0227 (Demonstrate)	PC1. understand entrepreneurial thinking and perspective	100	6	1.8	4.2

leadership behaviour to achieve organizational objectives)	PC2. participate in workshops, seminars and engage with other successful business owners		8	2.4	5.6
	PC3. drive self-development through available mediums		8	2.4	5.6
	PC4. identify and get certifications in related line of business		13	3.9	9.1
	PC5. identify opportunities and create solutions to face uncertainties		13	3.9	9.1
	PC6. keep self-updated to be able to expand business in other fields/line of business as desired		13	3.9	9.1
	PC7. improvise methods so as to improve efficiencies		13	3.9	9.1
	PC8. lead team by communicating team objectives		13	3.9	9.1
	PC9. direct the organization and motivate team to seek defined objective enthusiastically		13	3.9	9.1
		Total	100	30	70
8. RAS/N0228 (Operate within ethical business environment)	PC1. list guidelines and policies to define behaviour and interactions with stakeholders	100	22	6.6	15.4
	PC2. ensure code of ethics is followed		22	6.6	15.4
	PC3. adhere to ethical standards and deal fairly, honestly and responsibly with all stakeholders		22	6.6	15.4
	PC4. ensure members in the board who can add value to the retail enterprise		20	6	14
	PC5. ensure that broader interests of the society are also taken care of		14	4.2	9.8
		Total	100	30	70
9. RAS/N0229 (Fulfil duties and obligations towards the Society)	PC1. ensure that enterprise does not endanger a community or society	100	35	10.5	24.5
	PC2. define the operations and policies so as to be mutually beneficial to the enterprise and the society		35	10.5	24.5
	PC3. execute some initiatives that contribute to community development		30	9	21
		Total	100	30	70