

Retailer/Business Builder SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Retailer/Business Builder”, 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 “Retailer/Business Builder” - 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		Performance Criteria The learners will be able to: <ul style="list-style-type: none"> • gain knowledge of local corporations and government bodies that have a bearing on the particular business • identify corporations and government bodies and the contact persons of the particular corporations and government bodies • build and maintain relationships with the key persons to ensure smooth functioning of business • determine key elements of major legal oversight systems affecting business operations follow relevant rules and policies • compare various issues affecting different forms of contract and agreements within business operations update self with knowledge to minimise losses and maximise gains • ensure conformance to the relevant rules and policies for smooth functioning of business • update self with knowledge to minimise losses and maximise gains 	RAS / N0209

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • examine legal aspects of financial transactions within business operations • determine legal requirements for the sale of products and services • analyse various methods of regulating patents and trademarks in local business environment • identify and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials • ensure security checks and balances are conducted and balances to prevent hazards and risks involved in the business process • gain knowledge of ways and means to handle emergencies and mitigate risks • record, store and transfer information according to legislative and business requirements <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • local corporations/authorities that have a bearing on the particular business • policies and procedures that have a bearing on the particular business • legal formalities applicable for the particular business <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • knowledge of systems and processes involved in the business • hazards and risks involved in the business 	
2.	Effectively manage finances to accomplish business objectives		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • understand basic financial accounting • conduct basic accounting tasks and create and maintain reports • analyse and interpret sources of profits and causes of losses as reflected in the reports • assess and interpret information on costs and resource allocation • encourage team members actively to control costs in their areas of responsibility • understand the business cycle from 	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"> • calculate break-even point and payment schedules • calculate credit amount and credit period required in order to break even • define vendor credit cycle to ensure smooth borrowing process • negotiate with vendor and finalise credit cycle • identify credit sources for borrowing of funds • compare the terms and conditions of sources offering credit • assess risks involved in borrowing / raising of funds • select the suitable credit source after evaluation of creditors • raise additional funds for business expansion • maintain policy and procedures in regard to preparation of budget or target figures • Compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets • gain knowledge of possible fraudulent activities in monetary and financial transactions • implement procedures and systems to prevent monetary losses due to fraudulent activities • Implement, monitor and maintain store systems for recording sales figures, revenue and expenditure <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • importance of error free accounting • legal implications of erroneous accounting • reporting forms and formats of the organisation <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • basic mathematical skills • elements, specific to business, that need to be considered in accounting • popular ways of accounting • risks management while expanding business • Basic of IT systems for accounting purpose 	

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
3.	Conduct market analysis to ensure effective inventory and sales management		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • identify target audience profile/ consumer • continuously observe and identify buying patterns and analyse sales data to define assortments and modify them as per trends observed • be aware of competitors/other players/ substitute products • assess inventory/procuring capacity as per costs • take steps to prevent inventory losses • assess operational costs • calculate profits and margins • define targets to achieve business gains • plan for contingencies • ensure required Inventory is on hand • match logistics of delivery to inventory supply requirements • monitor stock levels and maintain at required levels • coordinate stocktake or cyclical count <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • products/services involved in the business • related products/services • competitors and substitutes • all costs involved • possible contingencies <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • equipment involved in the business • calculating various costs • possible sources of losses 	RAS / N0211
4.	Ensure effective marketing of goods and services		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • select right medium of promotions • organize resources depending upon the marketing medium • plan and budget for requirements for conducting promotional activities • track and monitor effectiveness of promotions <p>Knowledge and Understanding Organizational</p>	RAS / N0212

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • possible promotion medium • possible seasonal effects <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • successful promotions in same/related industries • leveraging partners/vendors in executing promotions 	
5.	Implement robust business systems to ensure process excellence		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • gain in-depth knowledge of products/services involved in the business • train staff on features of products/services, their advantages and benefits with respect to comparative and complementary products in the market • be aware of market trend with respect to sales patterns as against comparative and complementary products in the market • gain knowledge of related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business • operate systems and equipment involved in running daily operations • gain knowledge of precautions and maintenance required while operating systems and equipment • be self updated on new technology that can improve efficiencies and reduce risks • train staff on using of systems and equipment relevant to business • train staff to handle emergencies that could occur while handling the systems or equipment • know and tap the best sources of materials • negotiate to arrive at the most profitable vendor relationship for the organization • train staff on packaging and marketing of products/services being sold • ensure quality check of products/services to maintain quality and conform to statutory quality requirements <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>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • know product/service being sold • know competition and substitute product/service being sold • know equipment being used by self packaging technology, as applicable • quality assurance processes <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • comparative offerings elsewhere • best in class equipment being used by others • best in class processes being used for the specific business 	
6.	Maintain health and safety at workplace		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • wash hands with clean water and soap in order to keep them clean at all times • wear clean and washed clothes every day • be presentable and well groomed to service customers of all types • use separate and clean handkerchief/cloth for wiping off perspiration or dust • keep the cleaning aids dry and clean • avoid sneezing or coughing around the area of work • sweep the surrounding area to create a tidy atmosphere • drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes • use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste • advise customers to throw waste at designated bins or waste areas • actively prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors • have knowledge of ways and means to handle emergency situations like fire, robbery, riots etc. • gain knowledge of ways and means to 	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"> • avoid locating the vending cart near heaps of dumped industrial or food waste with pests around • ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station • ensure that waste water is drained-off in closed drains or in a designated way • if necessary, educate others on the street, by example, not to litter and dump waste in an unauthorized manner area • assess the various work hazards • take necessary steps to eliminate or minimize hazards • analyse the causes of accidents at the workplace and identify measures to prevent such accidents from taking place • take preventive measures to avoid risk of burns and other injury • check and review the storage areas frequently • stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas • use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies • ensure to display safety signs at places where necessary for people to be cautious • adhere to safety standards and ensure no material damage <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • legal implications of not implementing health and sanitation requirements • possible emergencies <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • health and sanitation requirements and the importance of the same • possible losses due to emergency situations 	
7.	Build relationships with stakeholders		<p>Performance Criteria 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"> • communicate clearly in the required local language • articulate clearly and coherently • respond appropriately • assess what is required from specific vendors • express need clearly and get into workable relationship with vendor/s • negotiate with vendors for better deal • ensure proper contracting with vendors • ensure minimisation of possible risks and losses in vendor relationships • share and gather best practices and maintain cordial relationships with vendors <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • know relationship building with vendors and engage with them vendors and connect with them • awareness of vendor rating <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • local language • basic offerings by vendors elsewhere 	
8.	Effectively manage customer experience		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • identify target customers • understand and assess target customer need and desire • update self to identify possible options to satisfy customer need • present options in an attractive manner that are mutually beneficial in nature • build relationships with customers to generate referrals • take feedback to improvise to increase business returns and reach • manage on time delivery service fulfilment • implement customer loyalty programs like vouchers , promotions <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • the target customer 	RAS / N0216

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> acceptable service fulfillment norms <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> how to build referrals what is a loyalty program 	
9.	Exhibit business acumen and self-discipline		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> make a short term and long term plan with respect to returns from the business define milestones and break them into achievable targets assess efforts and resources required get buy in from investors and other credit sources understand entrepreneurial thinking and perspective participate in workshops, seminars and engage with other successful business owners aim for self-development through available mediums get certifications in related line of business explore 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 <p>Knowledge and Understanding Organizational Context: The learners will 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 other successful organisations in the same space <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> strengths, weakness, opportunity of and threat to self and own organization 	RAS / N0217
Core Skills / Generic Skills				
10.	Writing Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> Complete documentation accurately Collate simple data when required 	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"> • Read information accurately • Read and interpret data sheets 	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"> • Use gestures or simple words to communicate where language barriers exist • Use questioning to minimise misunderstandings • Display courteous and helpful behaviour at all times 	All 9 NOSs
Professional Skills				
13.	Plan and Organise		On the job the individual needs to be able to: <ul style="list-style-type: none"> • plan and organize service feedback files/documents • schedule daily activities and drawing up priorities; allocate start times, estimation of completion times and materials, equipment and assistance required for completion 	All 9 NOSs
14.	Customer Centricity		On the job the individual needs to be able to: <ul style="list-style-type: none"> • Build customer relationships and use customer centric approach 	All 9 NOSs
15.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> • identify problems immediately and take up solutions quickly to resolve delays • think through the problem, evaluate the possible solution(s) and adopt an optimum/best possible solution(s) 	All 9 NOSs

(This syllabus/ curriculum has been approved by RASCI)