

Business Leader / Multi-outlet Retailer

SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Business Leader/Multi-outlet 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 compliance requirements and operate within regulatory framework	2	Perform business accounting practices
3	Manage business operations effectively	4	Update self and team on products/services being offered by the business
5	Continually improve systems and processes to achieve business excellence	6	Ensure operational excellence through robust systems and processes
7	Drive marketing activities and plan promotion strategies	8	Drive customer experience and customer delight
9	Build relationship with vendors and dealers and drive sales through networking	10	Perform manpower planning activity and impart training to staff
11	Manage team through demonstration of leadership skills		

This course encompasses 11/ 11_NOS of “Business Leader/Multi-outlet Retailer” - RAS/Q0203, Qualification Pack issued by RASCI.

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
1.	Establish legal compliance requirements and operate within regulatory framework		Performance Criteria The learners will be able to: <ul style="list-style-type: none"> • liaison with key officials of local corporations and government bodies that have a bearing on the particular business • build and maintain relationships with the key persons to ensure smooth functioning of business • ensure that shops and establishments follow policies and procedures that have a bearing on the business • ensure recording of errors and exceptions • conduct personal checks on such records to reduce such instances • compare various issues affecting different 	RAS / N0218

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>forms of contract and agreements within business operations</p> <ul style="list-style-type: none"> • record, store and transfer information according to legislative and business requirements • gain knowledge to minimise losses and maximise gains by ensuring quality of goods • ensure implementation of health, safety and security processes involved in the business • ensure security checks and balances are conducted to prevent hazards and risks involved in the process • ensure implementation of procedures to handle emergencies and mitigate risks • 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 team's awareness about possible fraudulent activities • ensure implementation of checks to prevent monetary losses due to fraudulent activities • ensure recording of errors and exceptions • ensure improvement of processes to minimise losses due to errors and fraudulent activities <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 • required team capability to ensure relevant functions <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • knowledge of processes involved in the business • hazards and risks involved in the business • quality norms relevant to the business/processes/services 	
2.	Perform business		Performance Criteria	RAS / N0219

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
	accounting practices		<p>The learners will be able to:</p> <ul style="list-style-type: none"> ensure understanding of basic financial accounting ensure team ability to conduct basic accounting tasks and creating and maintaining reports build relevant team member 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 make the team understand the business cycle from accounting point of view 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 to arrive at the most profitable vendor relationship for the organization and finalise credit cycle identify credit sources compare the terms and conditions of sources offering credit assess risks involved select the suitable credit source <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 organization <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 	
3.	Manage business operations effectively		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> ensure awareness of similar businesses conduct SWOT (Strength, Weakness, 	RAS / N0220

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>Opportunities, Threats) as compared to external market</p> <ul style="list-style-type: none"> • identify do's and don'ts for the business • identify, assess and prioritize risks • 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 • make use of resources in a manner that minimize, monitor, and control the probability and/or impact of risks • get buy-in from investors and other credit sources • ensure relevant team knows how to create as project proposal • offer a logical presentation of the idea • show the importance of the plan • illustrate the plan's connection to earlier activities • express actions for the planned project <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • similar businesses and their highs and lows • possible business risks <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • SWOT (Strength, Weakness, Opportunity, Threat) analysis • evaluate proposals • project planning 	
4.	Update self and team on products/services being offered by the business		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • ensure thorough knowledge of products/services involved in the business within the team • ensure team is updated on market trends with respect to sales patterns • ensure team knowledge of related products/services and possible • explore opportunities with respect to up-selling, cross-selling, expansion of business etc. • incorporate changes in critical processes that 	RAS / N0221

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>effect business</p> <ul style="list-style-type: none"> improve performance with respect to market trends <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> product/service being offered competition and substitute product/service <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> concepts of up- selling, cross-selling, business expansion how to identify market trend and sales pattern 	
5.	Continually improve systems and processes to achieve business excellence		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> get team to collect and compile relevant market data needed to plan business offerings analyse data collected to design and execute future business plans ensure mapping of inventory levels to vendor delivery schedules assess inventory/procuring capacity as per costs involved ensure implementation of re-order quantity and lead time as defined instore/organization processes minimise losses from ageing/damaged/expired stock assess operational costs calculate break-even point define minimum sales figure and setting targets plan for contingencies know and tap the best sources of raw materials/products/services being sold ensure quality check of products/services to maintain quality and conform to statutory quality requirements solicit and incorporate feedback on products/services received from the customers <p>Knowledge and Understanding Organizational</p>	RAS / N0222

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
			<p>Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> target market for product/service being sold stocking capacity possible sources of loss <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> comparative offerings elsewhere inventory management systems quality assurance process 	
6.	Ensure operational excellence through robust systems and processes		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> ensure optimum utilisation of resources in daily operations ensure the required precautions are taken and timely maintenance is conducted ensure updations on new technology that can improve efficiencies and reduce risks ensure team competence on using of equipment/s relevant to business ensure team competence in manufacturing/selling/servicing of products/services being sold ensure insurance and safekeeping of all goods and properties involved in the business <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> activities that daily operations comprise equipment's used in business and their operation possible emergencies <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> technology used by others in the business possible risks 	RAS / N0223
7.	Drive marketing activities and plan promotion strategies		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> create understanding in team about elements that affect customer satisfaction and affinity design formats that can be used to collect and study appropriate data ensure training of team for collection of 	RAS / N0224

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>market information</p> <ul style="list-style-type: none"> ensure accurate data is collected and adequately analysed so that relevant data is obtained identify business needs and designing promotions that work for the same ensure team is capable of designing promotions that are easily executable and are low on cost with high returns identify and execute promotions and promotional events to augment sales and profitability <p>Knowledge and Understanding Organizational Context: The learners will 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 <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> pricing and promotions across the industry current market conditions 	
8.	Drive customer experience and customer delight		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> ensure that products and services satisfy target customer need and desire establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes maximise sales opportunities by use of add-on and complementary sales techniques provide customer with detailed information about the product/service continuously improvise to identify additional options to delight customers ensure designing and execution of feedback collection and analysis systems 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 Plan and implement Sales presentations 	RAS / N0225

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			<ul style="list-style-type: none"> Acknowledge customer complaints and problems and reassuringly support difficult customers to produce positive outcome <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 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.	Build relationship with vendors and dealers and drive sales through networking		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> ensure team ability to communicate clearly in the required local language build ability to assess what is required from specific vendors and get into profitable work-relationship with vendor/s ensure proper contracting with vendor/s ensure minimisation of possible risks and losses in vendor relationships share and gather best practices and maintain cordial relationships leverage existing vendor relationship to build new relationships and expand business <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> know vendors and connect with them awareness of vendor rating awareness of vendor network <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 	RAS / N0226
10.	Perform manpower planning activity and impart training to staff		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> enable team to understand how to assess manpower requirement identify most effective and cost efficient options for sourcing resources 	RAS / N0227

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • ensure that business efficiencies are ensured with the help of appropriate resources at appropriate positions in the organization • ensure proper assessment of staff training needs as per business needs and also as suggested by managers and employees themselves • ensure training as per legal obligations • ensure benefits package that fits employees' needs • ensure contests and incentives to help keep workers motivated and feeling rewarded • ensure promotion from within whenever possible <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • manpower requirement • training needs • employee engagement needs • HR policies <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • industry norms for manpower engagement • essential statutory compliances 	
11.	Manage team through demonstration of leadership skills		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • assess performance of staff in correlation with needs of both the individual and the organization • ensure assessment of performance as well as potential for development • analyse data so as to lead to appropriate person-task matching • Provide objective feedback to help improve team performance • ensure fair and unbiased feedback so that deserving employees profit from the system • define the core values of your organization • define what your team will aspire to become or achieve as long-term goals • communicate the organization's vision clearly and repeatedly such that all employees understand what work needs to be done and 	RAS / N0228

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
			<p>why is it critical in the overall effort</p> <ul style="list-style-type: none"> • 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 • team motivators <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 	
Core Skills / Generic Skills				
12.	Writing Skills		On the job the individual needs to be able to: <ul style="list-style-type: none"> • Complete documentation accurately • Collate simple data when required 	All 11 NOSs
13.	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 11 NOSs
14.	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 11 NOSs
Professional Skills				
15.	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 11 NOSs
16.	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 11 NOSs
17.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> • identify problems immediately and take up 	All 11 NOSs

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			solutions quickly to resolve delays <ul style="list-style-type: none"> think through the problem, evaluate the possible solution(s) and adopt an optimum/best possible solution(s) 	

(This syllabus/ curriculum has been approved by RASCI)