

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 | | 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, establishments and production unit 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 • gain knowledge to minimise losses and maximise gains by ensuring quality of goods • ensure implementation of processes involved in the business • ensure checks and balances to prevent | RAS / N0229 |

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|------|---|----------------|---|-------------|
| | | | <p>hazards and risks involved in the process</p> <ul style="list-style-type: none"> • ensure implementation of procedures to handle emergencies and mitigate risks • 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 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 <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. | Manage finances and implement financial control systems | | <p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • ensure regular and sufficient furnishing of finances • ensure ample returns to the shareholders • ensure optimum funds utilization at least cost • ensure safety on investment such that optimum rate of return is achieved • plan a sound composition of capital such that a balance is maintained between debt and equity capital • understand cash-cum-cost sheet for efficient decision making • raise additional funds for business expansion <p>Knowledge and Understanding Organizational Context:</p> | RAS / N0230 |

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|------|---|----------------|---|-------------|
| | | | <p>The learners will 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 <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> advanced accounting understanding risks management while expanding business industry opportunities competition strategies on expansion | |
| 3. | Manage Business to achieve operational excellence | | <p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> ensure awareness of similar businesses get 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 quantity and lead time as defined in-store/organization processes minimise losses from ageing/damaged/expired stock assess operational costs and set targets and sales figures to maximize profits negotiate and generate credit from vendors/suppliers plan for contingencies ensure optimum utilisation of resources in daily operations ensure the required precautions taken and timely maintenance ensure team updations on new technology that can improve efficiencies and reduce risks ensure team competence on using of equipment's relevant to business ensure insurance and safekeeping of all goods and properties involved in the business ensure relevant team knows how to create a project proposal offer logical presentation of the idea show the importance of the plan | RAS / N0231 |

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|------|---|----------------|---|-------------|
| | | | <ul style="list-style-type: none"> 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 project history <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> SWOT analysis evaluating proposals project planning contingency management | |
| 4. | Develop marketing strategy and business plans | | <p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> ensure thorough knowledge of product/s involved in the business within the team ensure team updations on market trend with respect to sales patterns of related products ensure team knowledge of related products and possible opportunities with respect to up-selling, cross selling, expansion of business etc. incorporate critical changes as per market trends ensure quality check of products/services to maintain quality and conform to statutory quality requirements analyse addition/deletion of 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 negotiate to arrive at the most profitable relationship with the best sources of raw materials/products/services for the organization ensure team competence in manufacturing/selling/servicing of products/services being sold at optimum costs | RAS / N0232 |

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|------|--|-----------------|--|-------------|
| | | | <p>and with minimum wastages/losses</p> <ul style="list-style-type: none"> price products to achieve organisation goals and enhance 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 | |
| 5. | 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 needs 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 ensure on-time delivery service fulfilment ensure implementation of 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"> target customer customer's expectation of products and service levels service fulfillment commitments and standards customer loyalty programs like vouchers, promotions <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> how to build referrals | RAS / N0233 |

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|------|---|----------------|--|-------------|
| | | | <ul style="list-style-type: none"> • what is a loyalty program • how to build schemes for existing customers and to attract new customers • current schemes run by similar organizations | |
| 6. | Manage Human resources | | <p>Performance Criteria The learners will 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>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 | RAS / N0234 |
| 7. | Demonstrate leadership behaviour to achieve organizational objectives | | <p>Performance Criteria The learners will 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 • 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 • lead team by communicating team objectives • direct the organization and motivate team to seek defined objective enthusiastically | RAS / N0235 |

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

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|-------------------------------------|--|----------------|---|------------|
| | | | <p>Knowledge and Understanding Organizational Context: The learners will 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 <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • activities that other organizations and similar organizations are conducting for betterment of society | |
| 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 |
| 11. | Reading Skills | | <p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Read information accurately • Read and interpret data sheets | 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"> • 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 | | <p>On the job the individual needs to be able to:</p> <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 | | <p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Build customer relationships and use customer centric approach | All 9 NOSs |
| 15. | Problem Solving | | <p>On the job the individual needs to be able to:</p> <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)