Model Curriculum

NOS Name: Fundamentals of Retail Business

NOS Code: RAS/N0176

NOS Version: 1.0

NSQF Level: 3.0

Model Curriculum Version: 1.0

Table of Contents

Training Parameters

Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
Country	India
NSQF Level	3.0
Aligned to NCO/ISCO/ISIC Code	NA
Minimum Educational Qualification and Experience	10th Grade pass or Pursuing - Grade 8 pass with two year of (NTC/ NAC) after 8th - Previous relevant Qualification of NSQF Level 2.5 with 1.5 year relevant experience in retail operations - Previous relevant Qualification of NSQF Level 2.0 with 3 year relevant experience in retail operations
Pre-Requisite License or Training	NIL
Minimum Job Entry Age	-
Last Reviewed On	NA
Next Review Date	08/05/2028
NSQC Approval Date	08/05/2025
QP Version	1.0
Model Curriculum Creation Date	19/10/2024
Model Curriculum Valid Up to Date	08/05/2028
Model Curriculum Version	1.0
Minimum Duration of the Course	60 hours
Maximum Duration of the Course	60 hours

Program Overview

The "Fundamentals of Retail Business" program is a comprehensive foundation course designed for individuals entering the retail sector. Merging core concepts from retail formats, inventory management, supply chain operations, and customer service, the program equips learners with both theoretical knowledge and hands-on skills. Through practical simulations and role-plays, participants will gain confidence in handling store operations, engaging with customers, supporting sales processes, and contributing to visual merchandising, preparing them to thrive in diverse retail environments.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Outline the key retail formats and business functions, including sales, inventory, supply chain, and customer service.

- Demonstrate basic inventory and stock control procedures to maintain product availability and accuracy.

- Communicate effectively with customers, identify their needs, and recommend suitable products and services.

- Perform basic sales transactions, handle customer queries, and contribute to a smooth checkout experience.

- Support visual merchandising efforts by preparing appealing product displays in a simulated store setup.

- Collaborate in team-based retail activities and respond to common customer service scenarios through role-plays and simulations.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	OJT Duration (Mandatory)	Total Duration
Module 1: Retail Formats and Features	03:00	01:00		04:00
Module 2: Business Functions in Retail	03:00	02:00		05:00
Module 3: Retail Supply Chain Fundamentals	03:00	02:00		05:00
Module 4: Introduction to Inventory Management	02:00	04:00		06:00
Module 5: Basic Inventory and Product Management	03:00	04:00		07:00
Module 6: Fundamentals of Customer Service	03:00	05:00		08:00
Module 7: Customer Needs, Product Knowledge, and Sales Interaction	03:00	05:00		08:00
Module 8: Product Demonstration and Presentation	02:00	05:00		07:00
Module 9: Resolve Customer Queries	01:00	04:00		05:00
Module 10: Closing Sales and Payment Process	02:00	03:00		05:00
Total Duration	25:00	35:00	-	60:00

Module Details

Module 1: Retail Formats and Features

Terminal Outcomes:

- Recognize the key retail formats (e.g., supermarkets, department stores) and describe their features.

Duration: 03:00	*Duration: 01:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Define key retail formats and their features. - Compare and contrast retail formats based on operations. - Analyze market trends related to retail formats. - Identify target customers for each retail format. - Discuss the impact of e-commerce on traditional retail.	Prepare a report on different formats of retail stores and e-commerce application.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	
Tools, Equipment and Other Requirements	

Module 2: Business Functions in Retail

Terminal Outcomes:

- Identify the main business functions in retail, including sales, inventory, and customer service.

Duration: 03:00	Duration: 02:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the roles of sales, inventory, and customer service in retail. - Explain how these functions interact. - Identify key performance indicators (KPIs) for each function. - Discuss teamwork's role in retail operations.	Prepare a flowchart of business functions.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	
Tools, Equipment and Other Requirements	
Hi-speed internet connection, Computer/Laptop	

Module 3: Retail Supply Chain Fundamentals

Terminal Outcomes:

- Explain the fundamentals of the retail supply chain and its impact on store operations.

Duration: 03:00	Duration: 02:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Define retail supply chain terms. - Discuss the key components of a supply chain. - Explain the relationship between supply chain efficiency and profitability. - List the challenges in supply chain management.	Prepare a basic supply chain diagram.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Hi-speed internet connection, Computer/Laptop, Whiteboard / Flip Chart, Markers (Dry Erase) Display Screens (32-inch LED, HDMI compatible), Computers/Laptops – for preparing supply chain diagrams, Printer (Color, A4 size)	

Module 4: Introduction to Inventory Management

Terminal Outcomes:

- Explain the role of inventory management in maintaining stock accuracy and availability.

Duration: 02:00	Duration: 04:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Define inventory management concepts (FIFO, LIFO). - Explain the impact of inventory on sales and customer satisfaction. - Discuss inventory control methods. - Describe the role of technology in inventory management. - Discuss the common challenges in inventory management.	Demonstrate stock rotation techniques.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Hi-speed internet connection, Computer/Laptop, Barcode Scanners – for demonstrating stock management, POS (Point of Sale) System – for inventory checks, Measuring Tape – for practical tasks involving stock measurement, Stock Inventory Forms – for practice in tracking inventory, Whiteboard / Flip Chart and Markers	

Module 5: Basic Inventory and Product Management

Terminal Outcomes:

- Explain the basics of inventory management in retail.
- Use inventory systems to track product availability and ensure stock accuracy.

Duration: 03:00	Duration: 04:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the role of inventory management in maintaining product availability. - Discuss the basics of stock tracking and inventory systems. - Discuss how to handle stock discrepancies and reordering processes. - Describe the importance of product rotation and inventory accuracy. - Explain the basics of supply chain processes in retail environments.	- Practice using inventory management software for stock tracking. - Role-play scenarios for handling stock discrepancies and communicating with suppliers.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Inventory software demo setup (5 units), Inventory tracking sheets (30 sets),Mock store setup for stock tracking (5 sets).	

Module 6: Fundamentals of Customer Service

Terminal Outcomes:

- Distinguish between types of customer service interactions and handle basic inquiries.

Duration: 03:00	Duration: 05:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe different customer service models. - Identify best practices in customer service. - Explain the importance of communication skills in customer interactions. - Discuss how to handle customer complaints. - State the importance of customer feedback to improve service.	Role play customer service scenarios.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Hi-speed internet connection, Computer/Laptop, Customer Service Role Play Cards – for role-playing customer interaction scenarios, Whiteboard / Flip Chart, Display Screens (32-inch LED, HDMI compatible), Computers/Laptops (for preparing customer service reports or evaluations), Customer Feedback Forms – for practical assessment of service strategies.	

Module 7: Customer Needs, Product Knowledge, and Sales Interaction

Terminal Outcomes:

- Identify customer needs effectively and recommend suitable products.
- Use product knowledge in customer interactions.
- Utilize effective communication and problem-solving skills to address customer queries and concerns professionally
- Follow workplace hygiene and personal grooming standards.

Duration: 03:00	*Duration: 05:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Distinguish between product features and benefits. - Explain techniques for identifying customer needs through questioning. - Describe various types of products in the store, their specifications, and unique selling points. - Explain how to link customer needs with product features to create value. - Explain how to prioritize products that meet the preferences of customers. - Describe the significance of analyzing different types and needs of customers - Explain the significance of identifying customer needs and responding to them in a professional manner. - Discuss the significance of maintaining hygiene and dressing appropriately	- Conduct role-play to identify different customer types and their needs. - Roleplay a situation to assess customer needs using questioning techniques. - Demonstrate product features and benefits, aligning them with customer needs. - Engage in a group discussion on the impact of personal appearance and hygiene in customer interactions.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	
Tools, Equipment and Other Requirements	
Product catalogs and brochures (30 sets), Sample products (consumer durables) (10 items),Mock customer interaction scenarios (10 sets).	

Module 8: Product Demonstration and Presentation

Terminal Outcomes:

- Perform product demonstrations aligned with customer needs.
- Clearly explain the features and benefits of products during demonstrations.

Duration: 02:00	Duration: 05:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the purpose and process of product demonstrations in retail sales. - Describe safety precautions to be taken before, during, and after demonstrations. - Explain how to organize a demonstration in logical steps and stages. - Discuss the factors that help to engage customers during a demonstration to maintain interest. - List the best practices to adapt the demonstration to focus on the features that meet the customer's needs.	- Show how to demonstrate products ensuring customer engagement. - Roleplay a situation to execute product demonstration that highlight relevant features.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Demo products (consumer durables) (10 units), Demo tables and display stands (5 sets), Safety equipment (gloves, aprons) (30 sets).	

Module 9: Resolve Customer queries

Terminal Outcomes:

- Identify how to handle common customer objections professionally and confidently.
- Use appropriate techniques to overcome objections and build trust.

Duration: 01:00	Duration: 04:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Identify common customer objections in retail, such as price, quality, and product fit. - Discuss the various strategies for overcoming objections, including emphasizing value. - Explain the role of empathy and listening in addressing customer concerns. - Identify when and how to suggest alternative products or solutions. - Differentiate between objections that can be resolved immediately and those that require follow-up.	- Role-play scenarios for handling customer objections and resolving concerns. - Practice using value-based selling techniques to handle common objections.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Objection-handling scenario cards (10 sets), Sales interaction mock setups (3 units), Projector for scenario-based presentations (1 unit).	

Module 10: Closing Sales and Payment Process

Terminal Outcomes:

- Show how to assist customers in making confident purchase decisions.
- Demonstrate the steps to smoothly process customer payments, promotions and discounts.

Duration: 02:00	*Duration: 03:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the importance of closing sales and how to guide customers towards a buying decision. - Describe various payment methods, promotions, and discount processes in retail. - Describe the most common store policies for warranties, returns, and after-sales services. - List the basic steps involved in processing payments accurately. - Explain the importance of upselling and cross-selling.	- Role-play scenarios for guiding customers through the payment process. - Practice completing transactions accurately using point-of-sale (POS) systems.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Point-of-sale systems (5 units), Credit card machines and payment terminals (5 units), Store promotional materials (10 sets).	

Annexure

Trainer Requirement

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Trainers						
12th Pass	Qualified at minimum NCrf/ NSQF level of 5.0	4	Retail store operations or Sales			
OR						
12th Pass	Qualified at minimum NCrf/ NSQF level of 5.0	2	Retail store operations or Sales	2	Retail store operations or Sales	
OR						
Graduate (In any Field) / Diploma in Retail Management	Qualified at minimum NCrf/ NSQF level of 5.0	2	Retail store operations or Sales			
OR						
Graduate (In any Field) / Diploma in Retail Management	Qualified at minimum NCrf/ NSQF level of 5.0	1	Retail store operations or Sales	1	Retail store operations or Sales	

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Standalone NOS "Fundamentals of Retail Business", mapped to NOS: "RAS/N0176, v1.0", Minimum accepted score is 80%	Recommended that the Trainer is certified for the Job Role: "Trainer (VET and skills)", mapped to the Qualification Pack: "MEP/Q2601, v2.0". The minimum accepted score is 80%.

Assessor Requirements

Assessors Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Assessors						
12th Pass	Qualified at minimum NCrf/ NSQF level of 5.0	5	Retail Store Operations or Sales	-		
OR						
Graduate (In any Field) / Diploma in Retail Management	Qualified at minimum NCrf/ NSQF level of 5.0	3	Retail Store Operations or Sales			

Assessor Certification	
Domain Certification	Platform Certification
Certified for Standalone NOS "Fundamentals of Retail Business", mapped to NOS: "RAS/N0176, v1.0", Minimum accepted score is 80%	Recommended that the Assessor is certified for the Job Role: "Assessor (VET and skills)", mapped to the Qualification Pack: "MEP/Q2701, v2.0". The minimum accepted score is 80%.

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be done by RASCI-affiliated assessment agencies. The assessors / proctors will be trained & certified by SSC through Training of Assessors / Proctors program. The emphasis will be on practical skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME), as per the assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.

Testing Tools
- Carry out assessments under realistic work pressures that are found in the normal industry workplace.   - Ensure that the range of materials, equipment, and tools that learners use are current and of the type routinely found in the normal industry workplace environments.

Assessment Type	Formative or Summative	Strategies
Theory	Summative	(Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode on a tablet or via paper pencil.
Practical	Summative	This test will be administered through online digital assessment platform in the form of situation based / Case based multiple choice questions

The assessment results are backed by evidences collected by assessors.

1. The assessor / proctor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the in charge / Head of the Training Centre.
2. The assessor / proctor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.
3. The assessor / proctor needs to punch the trainee's roll number on all the evidences.
4. The assessor / proctor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors / proctors with integrity, reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

Assessment Strategy for Employability Skills

The trainee will be tested for the acquired skill, knowledge, and attitude through formative/summative assessment at the end of the course and as this NOS and MC is adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements.

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards