

Diploma in Retail

Diploma in Retail

1 Year Diploma Course
Community College

Document History - Versions			
Sl.No	Description	Version	Date
1	Diploma in Retail	1.0	14.11.14
2	Diploma in Retail	2.0	20.11.14

Course Focus:

This course is aimed at training candidates for the job of "Retail Sales Person" in the "Retail" Sector/ industry and focuses on building the following key competencies amongst them:

1. Effective Customer Service
2. Effective Customer Support
3. Effective Merchandizing

Objectives of the Course:

1. Understand the process and function of Retail
2. Understand the specific functions of a retail salesperson
3. Acquire skills to help customers choose the right product
4. Implement promotions to maximise sales
5. Implement sales and post sales service support
6. Effectively demonstrate products to customers

Curriculum:

Name of Papers

Vocational Theory Papers

- Retail Basics
- Customer Service
- Customer Support
- Merchandizing
- Planning Work and Working in a Team
- Continuous Improvement in Customer Service

Vocational Practical Papers

- Practical Paper 1 (based on Retail Basics, Customer Service and Customer Support)
- Practical Paper 2 (based on Merchandizing, Planning Work and Working in a Team & Continuous Improvement)

General Papers

- Communication Skills
- Life Skills

Additional Papers

- Internship 1
- Internship 2
- Self-Learning/ ELearning/GD/Seminars
- Study Trip/Library/ELearning

Semester-wise Break up:

Semester	Paper No.	Paper Name	Credits
1	1	Retail Basics	3
	2	Customer Service	3
	3	Customer Support	3
	4	Communication Skills	3
	5	Practical Paper 1	6
	6	Self-Learning/ ELearning/GD/Seminars	4
	7	Internship 1	8
2	8	Merchandizing	3
	9	Planning Work and Working In a Team	3
	10	Continuous Improvement In Customer Service	3
	11	Life Skills	3
	12	Practical Paper 2	6
	13	Study Trip/Library/ELearning	4
	14	Internship 2	8
Total			60

Theory Syllabus:

Paper Name	Topics Covered	Key Outcomes	Credits
Retail Basics	What is Retail	Knowledge of retail, its process and function. Specific functions of a retail salesperson	3
	Functions of Retail		
	Evolution of Retail		
	Retail: Global and Indian Perspectives		
	Retail Models		
	Role & Function of a Retail Salesperson		
	Process Flow of Selling in Retail Stocks in Retail: Importance, Upkeep of Stock Retail Logistics: Warehousing and Distribution: Definition, Types and Importance		
Customer Service	Helping customers to choose products: - Explaining product features and benefits over other similar products - Checking and interpreting customers responses - Techniques for closing the sale - Upto date product knowledge	Skills to help customers choose the right product	1
	Maximise sales of goods & services: - Tell customers about promotions clearly and in a persuasive way. - Identify and take the most effective actions for converting promotional sales into regular future sales.	Skills to create and implement promotions to maximise sales	1
	Techniques to determine credit worthiness of customers		1
Customer Support	Sales & Post-Sales Service Support: - Procedures for keeping client records up-to-date - Using information in client records to prepare for client visits - Creating and maintaining a rapport with clients, both new and existing	Skills to create and maintain rapport with the customer so that you can serve them better	1
	Resolving Customer Concerns: - Identify and confirm the options to resolve a customer service problem - Respond positively to customer service problems following organisational guidelines - Communicate to explain the customer about action taken about their concerns - Identifying problems with systems and procedures before they begin to affect customers - Identifying repeated customer service problems - Implementing Agreed Solution	Skills to identify and resolve customer grievances	2

Paper Name	Topics Covered	Key Outcomes	Credits
Merchandizing	Demonstrate products to customers: - Demonstration Area Preparation - Readyng the products for demonstration - Clear and accurate demonstration of the product to the customer - Store Fixtures: Importance and Types - Point of Sale (POS): Importance and Systems - Signage: Meaning and Role in Retail. Importance and Types	Process to demonstrate the products to customers	3
Planning Work and Working in a Team	- Organisation's policies, procedures and priorities for area of work - Role and responsibilities limits of responsibilities Prioritizing Workload - MS Word and MS Excel: Introduction - Shop lifting Menace: Ways to Curb them - Handling Theft Situations (External Theft) - Organization Polices on Internal Theft - Handling Internal Theft (Inquiry Process and Decision Making)	Skills to improve the efficiency by coordinating with co-workers and superiors	2
	Working with a Team: - Interacting with team members - Cooperating with other teams - Supporting and guiding team activities		1
Continuous Improvement in Customer Service	Continuous Improvement: - Improve communication with your customers - Proper Grooming Techniques - Balancing the needs of customer and organisation - Recognising opportunities to exceed customers' expectations - Gathering feedback from customers that to identify opportunities for customer service improvement - Analysing and interpreting feedback to identify opportunities for customer service improvements	Skills to improve relationship with customers, including developing effective communication skills.	2
	Communication Skills: - Application of proper speaking skills (English/Hindi/Local Language) and etiquettes necessary in retail - Using gestures or simple words to communicate where language barriers exist - Using questioning to minimise misunderstandings - Displaying courteous and helpful behaviour at all times.		1

Practical Syllabus:

Paper Name	Topics Covered	Credits
Practical Paper 1	Case Study Discussions on: - Explaining Product Features - Creating Promotions - Closing Sales - Post Sales Support - Maintaining Customer Records - Resolving Customer Concerns	3
	Role Plays: - For making sales - For addressing customer concerns	2
	Presentations: - Roles of a Sales person in retail - Helping customers choose products	
	Store Visits	1
Practical Paper 2	Case Study Discussions on: - Demonstrating products to customers - Different ways to merchandize retails products - How effective communication helps in sales - Analysing and interpreting feedback - Importance of team work in retail sales	3
	Role Plays: - For making sales - For addressing customer concerns	2
	Presentations: - Communicating with Customers - Explaining product features to the customers	
	Store Visits	1

General Papers Syllabus:

Paper Name	Topics Covered	Key Outcomes	Credits
Communication	Communication: What is it?	Basics of Communication	3
	Purpose of Communication		
	Elements of Communication		
	Communication Types: Verbal and Non Verbal		
	Principles of Communication		
	Effective Communication	Guidelines for effective communication	
	Guidelines for Effective Communication		
	Barriers in Effective Communication		
	Listening Skills: - Listening and Understanding - Traits of a good or bad Listener		
	Speaking Skills		
	Definition	Skills for improving speaking skills in a work environment	
	Components: - Punctuation - Articulation		
	Public Speaking		
	Knowing What You Want To Say		
	Speaking to Team mates Telephone etiquette		
	Reading Skills	Importance of reading in communication	
	Definition of Reading		
	Levels of Reading		
	Requirements of Reading		
	Techniques of Reading		
	Writing Skills	Skills for improving written communication skills in a work environment	
	Writing and Expressing		
	Sentences and Phrases		
	Parts of Speech		
	Use of Articles Constructing Meaningful Sentences Writing Emails		
	Team Communication	Skills to communicate between team members during a discussion	
	Group Participation		
	Formal and Informal Groups		
	Open and Closed Groups		
	Influences on group performance Guidelines for group discussion Adopting an Open Attitude		
Presentation Skills	Skills to improve presentation skills in the work environment		
Making Effective Presentations			
Analyzing audience and locale Organizing content and preparing an outline			

Paper Name	Topics Covered	Key Outcomes	Credits
Life Skills	Self-Awareness: - Recognition of Self-character - Self-confidence - Self-worth - Self-esteem - Self-development - Self-assessment	Skills for self-awareness	3
	Empathy and its Importance: - Importance of relationship - Understanding ourselves and others - Effective communication for good relationship - Presentation of thoughts and ideas - Tackling issues and need fulfilment - Learning and respecting value system	Understanding the importance of empathy and its use in a work environment	
	Manners: - Importance of Good manners - Greetings - Introducing people - Talking etiquette	Awareness and importance of good manners	
	Decision Making: - Analysing Information - Constructive Decision Making - Action for Decision Making	Skills to take decisions in a work environment	
	Problem Solving: - Identifying Problems - Analysing - Prioritizing - Solving Problem	Steps to solve work related problems	
	Creative Thinking: - Generating new ideas - Flexible Perspective	Understanding the concept of creative thinking	
	Work Ethics : - Punctuality - Dependability - Efficiency - Discipline	Importance of work ethics	
	Stress and Time Management: - Recognizing the sources of Stress - Effects of Stress - Managing Stress - Importance of Time Management	Skills to manage stress. Steps for effective time management	

	<p>Coping with Emotions:</p> <ul style="list-style-type: none"> - Influence of Emotion on Behaviour - Self-motivation and Self-satisfaction - Coping with Anger - Coping with Fear 	<p>Understanding the importance of coping with emotions in work environment</p>	

Topic Mapping with QP-NOS Sales Associate:

Paper Name	Topics Covered	NOS Mapping
Retail Basics	What is Retail	
	Functions of Retail	
	Evolution of Retail	
	Retail: Global and Indian Perspectives	
	Retail Models	
	Role & Function of a Retail Salesperson	
	Process Flow of Selling in Retail Stocks in Retail: Importance, Upkeep of Stock Retail Logistics: Warehousing and Distribution: Definition, Types and Importance	
Customer Service	Helping customers to choose products: - Explaining product features and benefits over other similar products - Checking and interpreting customers responses - Techniques for closing the sale - Upto date product knowledge	RAS / N0126: Help customers choose right products RAS / N0127: Provide specialist support to customers facilitating purchases
	Maximise sales of goods & services: - Tell customers about promotions clearly and in a persuasive way. - Identify and take the most effective actions for converting promotional sales into regular future sales.	RAS / N0128: Maximise sales of goods & services
	Techniques to determine credit worthiness of customers	RAS / N0114: Process credit applications for purchases
Customer Support	Sales & Post-Sales Service Support: - Procedures for keeping client records up-to-date - Using information in client records to prepare for client visits - Creating and maintaining a rapport with clients, both new and existing	RAS / N0129: Provide personalised sales & post-sales service support

Paper Name	Topics Covered	NOS Mapping
	Resolving Customer Concerns: <ul style="list-style-type: none"> - Identify and confirm the options to resolve a customer service problem - Respond positively to customer service problems following organisational guidelines. - Communicate to explain the customer about action taken about their concerns - Identifying problems with systems and procedures before they begin to affect customers - Identifying repeated customer service problems - Implementing Agreed Solution 	RAS / N0132: Resolve customer concerns RAS / N0135: Monitor and solve service concerns
Merchandizing	Demonstrate products to customers: <ul style="list-style-type: none"> - Demonstration Area Preparation - Readyng the products for demonstration - Clear and accurate demonstration of the product to the customer - Store Fixtures: Importance and Types - Point of Sale (POS): Importance and Systems - Signage: Meaning and Role in Retail. Importance and Types 	RAS / N0125: Demonstrate products to customers
Planning Work and Working in a Team	<ul style="list-style-type: none"> - Organisation's policies, procedures and priorities for area of work - Role and responsibilities - limits of responsibilities - Prioritizing Workload - MS Word and MS Excel: Introduction - Shop lifting Menace: Ways to Curb them - Handling Theft Situations (External Theft) - Organization Polices on Internal Theft - Handling Internal Theft (Inquiry Process and Decision Making) <hr/> Working with a Team: <ul style="list-style-type: none"> - Interacting with team members - Cooperating with other teams - Supporting and guiding team activities 	RAS / N0137: Work Effectively in a Retail Team

Paper Name	Topics Covered	NOS Mapping
Continuous Improvement in Customer Service	<p>Continuous Improvement:</p> <ul style="list-style-type: none"> - Improve communication with your customers - Proper Grooming Techniques - Balancing the needs of customer and organisation - Recognising opportunities to exceed customers' expectations - Gathering feedback from customers that to identify opportunities for customer service improvement - Analysing and interpreting feedback to identify opportunities for customer service improvements 	<p>RAS / N0134: Improve customer relationship RAS / N0136: Promote continuous improvement in service</p>
	<p>Communication Skills:</p> <ul style="list-style-type: none"> - Application of proper speaking skills (English/Hindi/Local Language) and etiquettes necessary in retail - Using gestures or simple words to communicate where language barriers exist - Using questioning to minimise misunderstandings - Displaying courteous and helpful behaviour at all times. 	

