



PROGRAMME GUIDE

2024-25



PROGRAM GUIDE

CERTIFICATE FOR TRAINEE ASSOCIATE (CTA)

- Scheme of Examination
- Detailed Syllabus
- Counseling and Study Structure
- Study Modules & Books Information

Supported By



CONTENT

S. NO.	PROGRAM NAME	PAGES NO.
1	CERTIFICATE FOR TRAINEE ASSOCIATE (CTA)	01
2	CERTIFICATE FOR STORE OPERATIONS ASSISTANT (CSOA)	16
3	CERTIFICATE FOR CASHIER (CFC)	30
4	CERTIFICATE FOR SALES ASSOCIATE (CSA)	50
5	CERTIFICATE IN SALES AND MARKETING (CSM)	74

**CERTIFICATE FOR TRAINEE
ASSOCIATE (CTA)**

Certificate for Trainee Associate (CTA)

1 fVZQdV Q,j Vuh , l kl , V (CTA)

(A)	Duration	:	04 Months	(D)	Courses	:	09
1/2	vof/k	:	04 elg	1/2	dk l	:	09
(B)	Eligibility	:	10th Pass	(E)	Credit	:	Non-Credit
1/2	ik=rk	:	100mkl	1/2	ØfM	:	Non-Credit

(C) Contents and Scheme of Examination

1 1/2 ikB; Øe fo"k l ph , oaijhkk ; k uk

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CTA 1	Fundamentals of Display and Visual Merchandising	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Understand and identify need for the display in relation to stock, space, position of the display and dates. Set up and dismantle the display safely, in line with plans and within the time allowed. Make it a habit to keep clean and tidy the display area and safe for use. Understand the requirements and importance for labeling stock Check that information on the label is clear, accurate and legal before starting to label stock. Identify the equipment, materials, merchandise and props you need to

										<p>create and install the display and the dates for completing it.</p> <ul style="list-style-type: none"> • Create new and effective ways of improving the visual effect, within limits of design brief, company's visual design policies and authority you have. • Know how to update stock records to account for merchandise on display. • Create displays that achieve the visual effect you need and are consistent with the company's visual design policy. • Learn to position merchandise, graphics & signs according to guidelines and in ways that attract attention & interest of customers & give customers information they need. • Dismantle displays safely and return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition. • Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.
CTA 2	Prepare Products for Sale	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Understand to use safe work methods and follow manufacturers' instructions when putting products together.

										<ul style="list-style-type: none"> • Check that products have been assembled correctly and can be used safely. • Learn how to safely handle the product in protective manner. • Clean and keep tidy your work area when you have finished.
CTA 3	Maintain Security, Health and Safety	Non – Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Follow company procedures for reporting security risks. • Notice where stock may have been stolen and tell the right person about it. • Keep your work area clean and tidy, utilize your time & resources correctly and efficiently • work in line with your organization's policies and procedures • Follow company policy and procedures for preventing further injury while waiting for help to arrive. • Take suitable safety measures before lifting to protect yourself and other people. • Store the cleaning equipment and materials correctly and promptly when you have finished cleaning. • Wear protective clothing that is clean and suitable for the work you need to do.

										<ul style="list-style-type: none"> • Use effective practices and techniques for keeping your hair, skin and nails clean enough for the work you do.
CTA 4	Customer Loyalty Schemes	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme. • Treat the customer politely at all times and in a way that promotes goodwill. • Fill in the membership application accurately with the customer, using the information they provide and give them proof of membership. • Follow company policy and procedures to Check that customer's details, as shown on the membership documentation, are correct. • Understand how to use the health, safety measures and accident reporting procedures and the importance of these. • Learn to Use approved lifting and handling techniques followed by suitable safety measures before lifting goods to protect yourself and other people. • Use lifting and handling equipment in line with company guidelines and manufacturers' instructions.

CTA 5	Inform Customers	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Identify the customer's needs for information and advice. Provide information and advice to customers that are relevant, complete, accurate and up to date. Acknowledge the complaint clearly and accurately and apologise to the customer. Follow legal requirements and company policies and procedures for dealing with complaints
CTA 6	Create Positive Image of self & organization	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Identify the customer's needs for information and advice. Provide information and advice to customers that are relevant. Acknowledge the complaint clearly and accurately and apologise to the customer. Follow legal requirements and company policies and procedures for dealing with complaints
CTA 7	Work Effectively	Non-Credit	100	40	-	-	-	-	-	<ul style="list-style-type: none"> Work with colleagues to integrate your work effectively with theirs Make your presence adequate as required by the workplace, job role and level of customer contact. Follow organization's policies and procedures for working with colleagues Provide different types of information that colleagues might

										<p>need and know the importance of providing this information when it is required</p> <ul style="list-style-type: none"> • Set priorities to complete the task according to required timeframe. • Know the importance of understanding problems from your colleague's perspective and how to provide support. • Know the importance of understanding problems from your colleague's perspective and how to provide support. • Give clear, accurate and relevant information and advice relating to tasks and procedures.
CTA 8	On the Job Training	Non-Credit	100	-	-	100	40	-	-	<ul style="list-style-type: none"> • On the job skill by working with a retail organization • Acquire basic experience and knowledge for various activities in retail operations.

Note : For a PASS - A Student would require to secure 40% for both Theory and Practical/Training.

Grand Total	Pass
800	320

Detailed Syllabus

CTA 1 : Fundamentals of Display and Visual Merchandising

Prepare Display Areas and Goods in a Retail Store: Identify need for the display in relation to stock, space, position of the display and dates; Check that the display area is right size and report any concerns promptly; Gather the materials, equipment and stock you need for the display and check that they are clean, safe and in good working order; Follow company procedures for clearing, cleaning and preparing the display area before use.

Set Up and Dismantle Displays in a Retail Store : Set up and dismantle the display safely, in line with plans within the time allowed; Check that the display has the levels of stock you need; Clean and store equipment and excess materials, get rid of waste safely, correctly and promptly; Protect the parts of the display from being damaged during dismantling; Return the parts of display to the appropriate places promptly and if needed in a saleable condition; Getting rid of unwanted materials safely and keeping accurate records of this, if needed; Cleaning display sites and parts using safe and approved cleaning materials and equipment.

Label Displays of Stock in a Retail Store : Check requirements for labeling stock; Check information on the label whether it is clear, accurate and legal before starting to label stock; Report promptly any information on labels that may need changing; Attach the right labels to the right products; Position labels so that they are securely fastened and customers can see them clearly; Complete labeling within the time allowed.

Organizational Context and Technical Knowledge : Setting up displays as per the health, safety and environmental standards; Following store procedures for display requirements for stock, space, position of the displays and dates; Meeting legal and statutory requirements; Cleaning and storing materials and equipment used in displays and getting rid of waste safely; Using labeling materials and equipment efficiently and effectively.

Creating and using focal points within a display; Putting together merchandising displays for use inside the store; Dressing mannequins, busts and other props; Displaying different types of merchandise; Choosing a suitable type of grouping; Using different types, directions and levels of light to create atmosphere; Achieving add-on sales and its importance; Installing creative displays and awareness of trends; Different approaches to displaying merchandise and choosing the best approach; Props, prototypes, dressings and fixtures creating visual effects; Health and safety guidelines for displays; Identifying the selling features of merchandise to be used in displays; Lighting window displays and person responsible for installing lighting; The legal requirements which apply to pricing and ticketing; The company's visual design and merchandizing policies; Reporting arrangements for sorting out problems and reducing risks; Evaluating the visual effect of displays; Making adjustments and improvements to displays; Using scale when creating visual effects; Dressing techniques for different types of merchandise; Different purposes of displays and their use in visual merchandising; Choosing and combining dimension, shape, colour, texture and lighting to create the visual effect you need from a display.

Dismantling displays safely; Protecting the parts of displays from being damaged during dismantling; Identifying unwanted materials and how to get rid of them safely; Where to return the parts of display to; Identifying requirements for protective packaging and security measures; Labelling items accurately; Keeping records of items and where to store them; Items that need to be stored; Dangers and risks to health, safety and security in relation to storage facilities and stored items; Reporting dangers and risks to the concerned; Techniques for cleaning display sites and parts safely and thoroughly; Checking the condition of items; Dealing with items that need repair; Store items securely.

Dress in-Store Displays based on Guidelines : Use the design brief to identify the focal points of the display; Choose shapes, colours and groupings that are suited to the purpose and style of the

display; Create displays that achieve the visual effect you need and are consistent with the company's visual design policy; Position merchandise, graphics and signs in ways that promote sales; Check that lighting is installed in line with the design brief; Check that the finished display meets health and safety guidelines and legal requirements.

Dress Window Displays based on Guidelines : Position merchandise graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need; Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief; Make sure that lighting is installed in line with lighting requirements.

Evaluate and Improve Retail Displays : Check that all the parts of the display are suitable for the purpose of the display and meet requirements, Check that the display meets requirements for easy access, safety and security; Identify safety and security risks to the display and choose suitable ways of reducing risks; Consider how the display looks from all the directions from which customers will approach it; Encourage colleagues to provide constructive comments about the display; Promptly make any adjustments that you are authorized to make and that are needed to achieve the visual effect and to make the display safe and secure; Regularly check the display's visual effects; Promptly report to the right person any problem and risks that you are not responsible for sorting out yourself.

Store Equipment, Props and Graphics for Retail Displays: Work out accurately the storage space required; Identify the protective packaging you need and the security measures that need to be in place; Store items in suitable places and with clear and accurate labels; Keep accurate and up-to-date records of items in storage; Identify damaged items, missing items and dangers and risks to health and safety and report these promptly to the right person; Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 2 : Prepare Products for Sale

Prepare Products for Selling to Customers : Check that all expected items and parts of the product are in the package; Remove all unwanted packaging and safely get rid of waste; Gather the tools you need for putting products together; Use safe work methods and follow manufacturer's instructions when putting products together; Check that products have been assembled correctly and can be used safely; Ask the right person for help when products are proving difficult to put together; Check regularly that products on display are in a satisfactory condition; Promptly remove damaged products from display and follow company procedures for dealing with them.

Organizational Context : Knowledge of products you are responsible for preparing for sale; Where to put products together and where to put them once they are assembled; Working safely when putting products together for sale; Checking that products have been correctly put together and are safe to display; Whom to approach for help when products are proving difficult to put together; Company quality standards for products on display

Technical Knowledge : Checking the condition of products on display; Dealing with products that are damaged; Tools to be used to put products together; Getting rid of unwanted packaging and waste.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 3 : Maintain Security, Health and Safety

Identify and Report Security Risks : Notice and correctly identify surety risks; Follow company procedures for reporting security risks; Report security risks to the right people promptly and accurately; Follow company procedures for preventing security risks while you work; Notice where stock may have been stolen and tell the right person about it.

Identify and report Accidents and Emergencies : Notice and correctly identify accidents and emergencies; Get help promptly and in most suitable way; Follow company policy and procedures for preventing further injury while waiting for help to arrive; Act within the limits of your responsibility and authority when accidents and emergencies arise; Promptly follow instructions given by the senior staff and the emergency services.

Protect Health and safety as You work : Follow company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Use safety equipment correctly and in the right situations; Get advice and help from the right people when you are concerned about your ability to work safely.

Lift and Handle Goods Safely : Take suitable safety measures before lifting to protect yourself and other people; Use approved lifting and handling techniques; Check that any equipment you need to use is fit for use; Use lifting and handling equipment in line with company guidelines and manufacturer's instructions; Plan a safe and efficient route for moving goods; Make sure that you understand your responsibilities when you ask others to help in lifting and handling operations.

Keep work Surfaces Clean : Get the equipment and materials that are suitable for the surfaces that need cleaning; Safely position the cleaning equipment and materials and any items you must move; Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly; Get rid of rubbish and waste promptly and safely; Disturb other people as little as possible while cleaning; Check that surfaces are thoroughly clean; Store cleaning equipment and materials correctly and promptly when you have finished cleaning.

Get Rid of Waste and Litter : Use suitable equipment to tidy work areas; Check that equipment is safe to use before starting to use it; Get rid of waste and litter safely and in line with company procedures; Disturb other people as little as possible while getting rid of waste and litter; Store equipment correctly and promptly after use.

Maintain Personal Hygiene : Wear protective clothing that is clean and suitable for the work you need to do; Dispose correctly of used clothing and products; Use effective practices and techniques for keeping your hair, skin and nails clean enough for the work you do.

Organizational Context : Workplace security matters; What can happen, to you and to the company, if the store is not kept secure; Helping to keep the workplace secure by noticing and reporting security risks; The types of security risks you need to be alert for, including shoplifting, theft by staff, aggressive customers, vandalism, terrorist activity; Identifying security risks; Situations that can make you less alert for security risks and how to deal with these situations; Reporting security risks promptly and accurately; Whom to report security risks to and how to communicate these risks; Reasons why you

should not take on more responsibility than you are authorized to when faced with security risks, including personal safety, legal considerations & company policy.

The types of accidents emergency that tend to happen in stores and why they happen; Getting help in the event of an accident or emergency; Action you can safely and usefully take while waiting for help to arrive; Health and safety risk that can arise in a store environment; Company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Following health and safety procedures; Safety equipment you need to use and why you need to use it; What you can lift safely; Weight of the loads you are asked to lift; Company guidelines for not lifting more than safe loads; Planning your route when moving loads including the types of obstacles to look for and how to remove or avoid them; Company guidelines and manufacturer's instructions for using lifting and handling equipment.

Health and safety risks posed by spillages; Cleaning up spillages promptly; Following procedures laid by Health Regulations when carrying out routine cleaning and when dealing with spillages; Cleaning up spillages thoroughly; Getting rid of rubbish and waste promptly and safely; Not disturbing others as much as possible while cleaning; Company standards for clean work surfaces; Why work areas should be kept free of waste and litter, including health and safety reasons; Safe methods for getting rid of waste and litter; Where equipment is stored; Putting equipment away promptly after use; Effective cleaning practices and techniques for keeping your hair, skin and nails clean enough for the work you do.

Technical Knowledge : Activating all the loss prevention and security devices; Securing all the security alarms; Deactivating the loss prevention & security devices.

Approved techniques for safe handling and lifting, Approved procedures for using safety equipment.

Techniques for reducing as far as possible the risk of spillages; Equipment usage and how to check it is safe to use.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – respond to emergency situations as per the escalation matrix, critical thinking – to determine the impact of not securing the loss prevention and security equipment.

CTA 4 : Customer Loyalty Schemes

Features and Benefits of the Loyalty Schemes : Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining; Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme; Respond positively to any questions or objections that the customer raises; provide relevant information to the customer to help them decide whether to join the scheme; Treat the customer politely at all times and in a way that promotes goodwill.

Customer Commitment to the Loyalty Scheme : Recognize accurately when customers are interested in joining the scheme; Take opportunities to ask customers who are showing signs of interest to sign up for the scheme; Fill in the membership application accurately with the customer, using the information they provide; Give the customer proof of their membership; Check with the

customer that their details, as shown on the membership documentation, are correct; Give application forms to customers who show interest but are not willing to join the scheme there and then.

Organizational Context and Technical Knowledge : Features and benefits of the company's loyalty scheme; Sources of information about the scheme that you can use or tell the customer about; Importance of loyalty schemes in achieving the company's commercial aims; Specific offers currently available to scheme members; Gaining customer's attention and interest; Using suitable questions to gain information about the customer and their interest in joining the scheme; Dealing with frequently raised questions and objections in relation to the scheme; Asking customers to sign up for scheme in a way that encourages them to cooperate willingly; The layout of the membership application form, questions it asks and how to fill in the form accurately; The proof of membership the company provides; Correcting or replacing incorrect proof of membership; Financial benefit accrued by a customer through loyalty schemes.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 5 : Inform Customers

Provide Information and Advice to Meet the Needs of Customers : Acknowledge promptly and politely customer's requests for information and advice; Identify the customer's needs for information and advice; Communicate information and advice to customers in ways they can understand; Provide information and advice to customers that is relevant, complete, accurate and up to date; Check politely that the information and advice provided meets the customer's needs; Find other ways to help the customer when the information and advice given is not satisfactory; Refer requests for information or advice to the right person when you cannot help the customer.

Help Customers Sort Out Complaints : Identify the nature of the complaint from information obtained from customers; Acknowledge the complaint clearly and accurately and apologise to the customer; Follow legal requirements and company policies and procedures for dealing with complaints; When it is not your responsibility to sort complaints, refer them promptly to the right person and explain the referral procedure clearly to the customer.

Organizational Context and Technical Knowledge : Identifying the customer's needs for information and advice; Giving clear and accurate information and check the customer understands you; Whom to approach for help if you cannot provide information and advice yourself; Why it is important to keep customer loyalty and confidence; Maintaining customer loyalty and confidence while dealing with requests for information and advice; Company policy on customer service and how this applies to giving information and advice to customers; Managing angry customers; Responsibility for sorting out complaints; Escalation of problems you cannot resolve: Assessing complaints and deciding what action to take; When you should refuse to accept returned goods; Keeping customer loyalty and confidence when dealing with complaints; Rights of the customer and the trader, including legal rights and duties under relevant laws; Company policy on customer service and how this applies to dealing with complaints; Relevant information about the products and services you sell (Elective Standards would apply).

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and

read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 6 : Create Positive Image of Self and Organization

Establish Effective Rapport with Customers : Meet your organization's standards of appearance and behaviour; Greet your customer respectfully and in a friendly manner; Communicate with your customer in a way that makes them feel valued and respected; Identify and confirm your customer's expectations; Treat your customer courteously and helpfully at all times; Keep your customer informed and reassured; Adapt your behavior to respond effectively to different customer behavior.

Respond Appropriately to Customers : Respond promptly to a customer seeking assistance; Select the most appropriate way of communicating with your customer; Check with your customer that you have fully understood their expectations; Respond promptly and positively to your customer's questions and comments; Allow your customer time to consider your response and give further explanation when appropriate,

Communicate Information to Customers : Quickly locate information that will help your customer; Give your customer the information they need about the services or products offered by your organization; Recognize information that customer might find complicated and check whether they fully understand; explain clearly to your customers any reasons why their needs or expectations cannot be met.

Organizational Context : Organization's standards for appearance and behavior; Organization's guidelines for how to recognize what your customer wants and respond appropriately; Organization's rules and procedures regarding the methods of communication you use; Recognizing when a customer is angry or confused; Organization's standards for timeliness in responding to customer questions and requests for information.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 7 : Work Efficiently

Support the Work Team : Display courteous and helpful behavior at all times; Take opportunities to enhance the level of assistance offered to colleagues; Meet all reasonable requests for assistance within acceptable workplace timeframes; Complete allocated tasks as required; Seek assistance when difficulties arise; Use questioning techniques to clarify instructions or responsibilities; Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.

Maintain Personal Presentation : Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact; Follow personal hygiene procedures according to organizational policy and relevant legislation.

Develop Effective Work Habits : Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task; Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying; Ask questions to seek and clarify workplace information; Plan and organize daily work routine within the scope of the job role; Prioritise and complete tasks according to required timeframes; Identify work and personal priorities and achieve a balance between competing priorities.

Organizational Context: The policies and procedures relating to the job role; The value system of the organization; Employee rights and obligations; The reporting hierarchy and escalation matrix;

Technical Knowledge : Ask questions to identify and confirm requirements; Follow routine instructions through clear and direct communication; Use language and concepts appropriate to cultural differences; Use and interpret non-verbal communication; The scope of information or materials required within the parameters of the job role; Consequences of poor team participation on job outcomes; Work health and safety requirements.

Core / Generic Skills and Professional Skills : Writing skills to complete workplace documentation accurately; Reading skills to read and interpret workplace documentation and read and interpret organizational policies and procedures; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – plan and organize – to plan and schedule time personal management, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to ambiguity in directions and instructions, breakdown in relationships within the team and breakdowns in communications with other teams.

CTA 8 : On the Job Training

On-the-job training (OJT) can help you perform better in your job by developing specific aptitudes and knowledge related to your duties. The experiential learning through this can help you succeed in roles that involve using specialized machinery, software, equipment or hands-on tasks.

Students typically need extensive training as they may not possess experience in a particular industry or role. Apart from role-related skills and practical procedures, students can also learn workplace standards and general information in their initial job. These include company hierarchy, dress code, industry jargon, productivity expectations and working relationships with colleagues.

Counseling and Study Structure

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self Study	Practical	Assignments
1.	CTA 1	Fundamentals of Display and Visual Merchandising	Non-Credit	30	4	26	-	-
2.	CTA 2	Prepare Products for Sale	Non-Credit	30	4	26	-	-
3.	CTA 3	Maintain Security, Health and Safety	Non-Credit	30	4	26	-	-
4.	CTA 4	Customer Loyalty Schemes	Non-Credit	30	4	26	-	-
5.	CTA 5	Inform Customers	Non-Credit	30	4	26	-	-
6.	CTA 6	Create Positive Image of Self & Organization	Non-Credit	30	4	26	-	-
7.	CTA 7	Work Effectively	Non-Credit	30	4	26	-	-
8.	CTA 8	On the Job Training	Non-Credit	30	-	-	30	-

STUDY MODULES & BOOKS INFORMATION

Sr. No	Course Code	Subject Name	Modules to be used
1	CTA 1	Fundamentals of Display and Visual Merchandising	R01:Guide Book for Trainee Associate
2	CTA 2	Prepare Products for Sale	
3	CTA 3	Maintain Security, Health and Safety	
4	CTA 4	Customer Loyalty Schemes	
5	CTA 5	Inform Customers	
6	CTA 6	Create Positive Image of self & organization	
7	CTA 7	Work Efficiently	
8	CTA 8	On the Job Training	-

**CERTIFICATE FOR STORE
OPERATIONS ASSISTANT (CSOA)**

Certificate for Store Operations Assistant (CSOA)

1 fV7QdV Q,j LVkj v,ijshU vfl LVW (CSOA)

(A) Duration	:	03 Months	(D) Courses	:	07
1/2 vof/k	:	03 elg	1/2 dk 1	:	07
(B) Eligibility	:	10th Pass	(E) Credit	:	Non-Credit
1/2 i k=rk	:	100hikl	1/2 ØfM	:	Non-Credit

(C) Contents and Scheme of Examination

1/2 iB; Øe fo"k l ph , oaijhkk ; k uk

Course Code	Title of the Course	Credit	Total Marks	Theory	Practical Marks		Assignments			Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CSOA 1	Receiving and Storing Goods in Retail Operations	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Understanding of quantity and nature of goods to be stored and confirm appropriate storage space availability. Ensuring availability of all equipment required for receipt and movement of goods, required paper work and checking for accuracy and completeness. Ensuring that the area for receiving goods is clean, tidy and free from obstruction and perils. Ability to report any shortfall in space or malfunction with equipment to supervisor. Knowledge of checking all received goods as per delivery note. Ability to record refusals accurately following organizational standard operating procedures. Ability to accurately update stock control system to reflect receipt of goods.

										<ul style="list-style-type: none"> • Knowledge of storage requirements and conditions for the incoming goods. • Knowledge of appropriate handling procedures for perishable and non-perishable goods. • Knowledge of relevant legislation and organization policies and procedures. • Knowledge of security and safety during delivery and storage of products. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSOA 2	Delivery of Products to Customers	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Understanding of all the products and equipment as well as paperwork needed for the delivery. • Understanding of all the delivery details and how to get to the delivery address. • Learn how to plan schedule of deliveries and arrange enough fuel for delivery schedule. • Ability to deliver products in time to the designated individuals. • Ability to take action in line with company's procedures in case of non-receipt or rejection of the delivery. • Learn to treat the customer courteously. • Learn how to update records of delivery and non-delivery promptly. • Knowledge of transporting products and equipment safely and securely. • Knowledge of importance of planning an efficient delivery schedule and unloading goods safely.

										<ul style="list-style-type: none"> • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSOA 3	Maintaining Required Levels of Stock in Retail Operations and Adequate Stock Levels for Sale	Non – Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to check existing stock levels accurately, spot unsaleable stock and check stock levels in ways that do not disturb other people. • Ability to update stock records accurately and in line with company procedures. • Ability to follow instructions for positioning stock. • Ability to handle stock in ways that protect your own and other people’s safety as well as stock, equipment and premises from being damaged. • Learning how to fill shelves in ways that do not disturb other people and promptly clean and make the work area tidy. • Knowledge of the operations and functions of the handling equipment. • Knowledge of health, safety and environmental requirement • Knowledge of security systems in place for loss prevention • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSOA 4	Maintaining Health and Safety	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to notice and correctly identify accidents and emergencies. • Knowledge of company policy and procedures for preventing further injuries • Ability to act within the limits of your responsibility and authority in case of accidents and emergencies and follow

										<p>instructions given by senior staff and emergency services.</p> <ul style="list-style-type: none"> • Knowledge of company procedures and legal requirement for reducing health and security risks. • Knowledge in the use of safety equipment. • Knowledge of approved lifting and handling techniques and use of equipment in line with company guidelines and manufacturer's instructions. • Ability to plan a safe and efficient route for moving goods. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSOA 5	Create Positive Image of Self and Organization	Non- Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to meet organization's standards of appearance and behavior • Ability to greet your customer respectfully and communicate in a way that makes them feel valued and respected. • Ability to identify and confirm your customer's expectations and treat them courteously and helpfully at all times. • Ability to keep your customer informed and reassured and adapt your behavior to respond effectively. • Knowledge to respond promptly to a customer seeking assistance and select the most appropriate way of communicating with them. • Ability to give your customer the information they need about the services or products offered by the organization.

										<ul style="list-style-type: none"> • Knowledge of organization's standards for timeliness in responding to customer questions and requests for information • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
COSA 6	Work Effectively in Team and Organization	Non-Credit	100	40	-	-	-	-	-	<ul style="list-style-type: none"> • Ability to display courteous and helpful behavior at all times. • Ability to complete allocated tasks as required and seek assistance when difficulties arise. • Ability to use questioning techniques to clarify instructions or responsibilities. • Knowledge of appropriate dress code and presentation as well as personal hygiene procedures. • Ability to interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying. • Knowledge of employee rights and obligations. • Ability to share work fairly with colleagues and make realistic commitments to colleagues. • Ability to encourage and support colleagues. • Knowledge of company's health and safety procedures. • Knowledge and skills to achieve goals and regularly checking the progress and obtaining feedback on progress. • Ability to give clear, accurate and relevant information and explain and demonstrate

										<p>procedures clearly, accurately and in a logical sequence.</p> <ul style="list-style-type: none"> • Knowledge of team's purpose, aims, targets and responsibilities • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSOA 7	On the Job Training	Non-Credit	100	-	-	100	40	-	-	<ul style="list-style-type: none"> • On the job skill by working with a retail organization • Acquire basic experience and knowledge for various activities in retail operations.

Note :For a PASS - A Student would require to secure 40% for both Theory and Practical/Training.

Grand Total	Pass
700	280

Detailed Syllabus

CSOA 1 : Receiving and Storing Goods in Retail Operations

Prepare to Receive Goods: Identify quantity and nature of goods to be received; Confirm appropriate storage space availability; Check and confirm availability of all equipment for receipt and movement of goods in good working condition; Ensure that the area for receiving goods is clean, tidy and free from obstruction and perils; Report any shortfall in space or malfunction with equipment.

Receive and Store Goods : Check that all goods as detailed in delivery note have been received; Record refusals accurately following organizational standard operating procedures; Accurately update stock control systems to reflect receipt of goods; Confirm storage requirements and conditions for the incoming goods; Ensure appropriate handling procedures for perishable and non-perishable goods; Follow all relevant legislation and organization policies and procedures Complete all administrative procedures to ensure appropriate rotation of goods.

Organizational Context and Technical Knowledge : Knowledge of requirements for maintaining security and safety during delivery and storage of goods; Knowledge of policies and administrative procedures for receiving and storing goods; knowledge of refusal procedures, reporting product shortages or over supply or malfunctioning or hazardous handling equipment; Knowledge of operations and function of the handling equipment, Knowledge of health and safety requirements in the delivery and storage areas and security systems in place for loss prevention.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSOA 2 : Delivery of Products to Customers

Delivery of Products to Customers : Check that you have all the products, equipment, paperwork and delivery details for delivery of products; Plan a schedule of deliveries and check that you have enough fuel for delivery; Transport products and equipment safely and securely and deliver products at the times agreed with the customer; Take action in line with company's procedures, if you expect to arrive at the customer's premises early or late and ensuring that deliveries are left only with the individuals who may legally receive them; Take action in line with company procedures if no one is available who can receive the delivery or if the customer rejects the delivery; Unload orders safely and treat the customer courteously throughout the delivery process; Update records of delivery and non-delivery promptly and in line with company procedures; .

Organizational Context and Technical Knowledge: Knowledge of how to check that you have all the products to be delivered and enough fuel for delivery schedule; Knowledge of importance of delivering products as per agreement, company procedures to follow if you expect to arrive at the customer's premises early or late, relevant legal restrictions on who can receive delivery and when no one is available to receive the delivery or when the customer rejects the delivery; Knowledge of records to keep of deliveries and non-deliveries; Knowledge of how to transport products and equipment safely and securely; Knowledge of planning an efficient delivery schedule; Knowledge of how to unload goods safely.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSOA 3 : Maintaining Required Levels of stock in Retail operations and Adequate Stock Levels for Sale

Check Stock Levels : Check existing stock levels accurately and in line with instructions and company procedures; Spot unsaleable stock and promptly tell the right person; Check stock levels in ways that do not disturb other people any more than needed, Update stock records accurately and in line with company procedures.

Fill Shelves : Follow instructions for positioning stock; Handle stock in ways that protect your own and other people's safety; Handle stock in ways that protect stock, equipment and premises from being damaged; Fill shelves in ways that do not disturb other people and promptly clean work area.

Check the Level of Stock on Sale : Use the stock control system to identify current stock levels, the stock levels needed and any shortfalls in stock; Check stock so that there will be enough time to replace stocks before they run out; Check stock levels at suitable intervals; Inform promptly when stock needs replacement; Notice when stock has passed its expiry date and promptly remove it from sale and update the stock control system.

Replenish Stock on Sale : Order enough stock to maintain the correct levels promptly and prepare stock for sale within the time allowed; Arrange for stock to be moved to the sales floor as needed and rotate stock correctly; Follow company procedures for getting rid of packaging waste; Update the stock control system, notice changes in demand for stock and suggest realistic changes giving reasons for your recommendations.

Organizational Context and Technical Knowledge: Knowledge of company procedures and instructions for updating stock records, checking stock levels accurately; Knowledge to recognize unsaleable stock, positioning of stock accurately and safety risks of handling stocks; Knowledge of factors that can affect demand for stock, stock control system, identify stock with expired date codes and update the stock control system to reflect changes in stock levels Knowledge of company procedures for getting rid of packaging waste and regularly check demand for stock.

Technical knowledge of handling stock without risking your own or other people's safety, ways of handling stock so that stock, premises and equipment are not damaged; Life cycle of perishable products in storage (if applicable); Reporting requirements for shortage of storage space; Operations and function of the handling equipment; fault finding procedures and reporting requirements; Health, safety and environmental requirement; Security systems in place for loss prevention; Knowledge of how to use the stock control system to identify the types and quantities of stock to order and prepare and send for stock accurately.

Core / Generic Skills and Professional Skills : Writing skills to complete receiving and storage documentation accurately and write simple reports when required; Reading skills to read delivery information in order to set up the correct receiving structures and storage requirements and read and interpret data safety sheets for perishable products; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of

the job role, plan and organize – to plan and schedule receipt and movement of goods, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to over or under supply of goods, multiple deliveries at the same time, breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches; analytical ability – to calculate totals of goods accurately to determine over or under goods, critical thinking – to determine the impact of any discrepancy and action as appropriate.

CSOA 4: Maintain Security, Health and Safety

Identify and Report Accidents and Emergencies : Notice and correctly identify accidents and emergencies; Get help promptly and in most suitable way; Follow company policy and procedures for preventing further injury while waiting for help to arrive; Act within the limits of your responsibility and authority when accidents and emergencies arise; Promptly follow instructions given by the senior staff and the emergency services.

Protect Health and Safety as You Work: Follow company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Use safety equipment correctly and in the right situations; Get advice and help from the right people when you are concerned about your ability to work safely.

Lift and Handle Goods Safely: Take suitable safety measures before lifting to protect yourself and other people; Use approved lifting and handling techniques; Check that any equipment you need to use is fit for use; Use lifting and handling equipment in line with company guidelines and manufacturer's instructions; Plan a safe and efficient route for moving goods; Make sure that you understand your responsibilities when you ask others to help in lifting and handling operations.

Organizational Context: Knowledge of the types of accident and emergency that tend to happen in stores; Getting help in the event of an accident or emergency; Action you can safely and usefully take while waiting for help to arrive; Health and safety risk that can arise in a store environment. Company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Health and safety procedures; Safety equipment you need to use; Weight of loads which can be lifted safely and company guidelines for not lifting more than safe loads; Planning your route when moving goods and company guidelines and manufacturer's instructions for using lifting and handling equipment.

Technical Knowledge: Technical knowledge of approved techniques for safe handling and lifting; Approved procedures for using safety equipment.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSOA 5: Create Positive Image of Self and Organization

Establish Effective Rapport with Customers: Meet your organization's standards of appearance and behaviour; Greet your customer respectfully and in a friendly manner; Communicate with your customer in a way that makes them feel valued and respected; Identify and confirm your customer's expectations; Treat your customer courteously and helpfully at all times; Keep your customer informed and reassured; Adapt your behavior to respond effectively to different customer behavior.

Respond Appropriately to Customers: Respond promptly to a customer seeking assistance; Select the most appropriate way of communicating with your customer; Check with your customer that you have fully understood their expectations; Respond promptly and positively to your customer's questions and comments; Allow your customer time to consider your response and give further explanation when appropriate,

Communicate Information to Customers: Quickly locate information that will help your customer; Give your customer the information they need about the services or products offered by your organization; Recognize information that customer might find complicated and check whether they fully understand; Explain clearly to your customers any reasons why their needs or expectations cannot be met.

Organizational Context: Organization's standards for appearance and behavior; Organization's guidelines for how to recognize what your customer wants and respond appropriately; Organization's rules and procedures regarding the methods of communication you use; Recognizing when a customer is angry or confused; Organization's standards for timeliness in responding to customer questions and requests for information.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSOA 6: Work Efficiently in Team and Organization

Support the Work Team: Display courteous and helpful behavior at all times; Take opportunities to enhance the level of assistance offered to colleagues; Meet all reasonable requests for assistance within acceptable workplace timeframes; Complete allocated tasks as required; Seek assistance when difficulties arise; Use questioning techniques to clarify instructions or responsibilities; Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.

Maintain Personal Presentation: Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact; Follow personal hygiene procedures according to organizational policy and relevant legislation.

Develop Effective Work Habits : Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task; Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying; Ask questions to seek and clarify workplace information; Plan and organize daily work routine within the scope of the job role; Prioritise and complete tasks according to required timeframes; Identify work and personal priorities and achieve a balance between competing priorities.

Support Effective Team Working : Share work fairly with colleagues, taking account of your own and other's preferences, skills and time available; Make realistic commitments to colleagues and do what you have promised to do; Let colleagues know promptly if you will not be able to do what has been promised and suggest suitable alternatives; Encourage and support colleagues when working conditions are difficult and who are finding it difficult to work together; Follow the company's health and safety procedures.

Help Plan and Organise Own Learning: Discuss and agree with the right people goals that are relevant, realistic and clear; Identify the knowledge and skills to achieve desired goals; Action points and deadlines that are realistic, taking account of your past learning experiences and the time and

resources available for learning; Regularly check your progress, when necessary, and ask for feedback on your progress and use the feedback to improve your performance.

Help Others Learn : Encourage colleagues to ask you for work related information or advice and notice when colleagues are having difficulty performing tasks; Give clear, accurate and relevant information and advice relating to tasks and procedures and explain and demonstrate procedures clearly, accurately and in a logical sequence; Encourage colleagues to ask questions and give them opportunities to practice new skills and give constructive feedback; Check that health, safety and security are not compromised when you are helping others to learn.

Organizational Context: Knowledge of the policies and procedures relating to the job role; The value system of the organization; Employee rights and obligations; The reporting hierarchy and escalation matrix; Team's purpose, aim, targets and responsibility; Colleagues roles and main responsibilities and importance of sharing work fairly with colleagues; Factors affecting your own and colleague's willingness to carry out work and commitments, including your existing workload and degree; The importance of maintaining team morale and good working relations and techniques for removing tension between colleagues; The importance of following company policies and procedures for health and safety; Identifying the knowledge and skills to achieve the goals; Checking progress, adjusting plans as needed and feedback on progress.

Technical Knowledge : Knowledge to ask questions to identify and confirm requirements; Follow routine instructions through clear and direct communication; Use language and concepts appropriate to cultural differences; Use and interpret non-verbal communication; The scope of information or materials required within the parameters of the job role; Consequences of poor team participation on job outcomes; Work health and safety requirements.

Core / Generic Skills and Professional Skills : Writing skills to complete workplace documentation accurately, write simple reports when required; Reading skills to read and interpret workplace documentation and read and interpret organizational policies and procedures and data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making – to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule time personal management, plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to ambiguity in directions and instructions, breakdown in relationships within the team and breakdowns in communications with other teams, breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSOA 7 : On the Job Training

On-the-job training (OJT) can help you perform better in your job by developing specific aptitudes and knowledge related to your duties. The experiential learning through this can help you succeed in roles that involve using specialized machinery, software, equipment or hands-on tasks.

Students typically need extensive training as they may not possess experience in a particular industry or role. Apart from role-related skills and practical procedures, students can also learn workplace standards and general information in their initial job. These include company hierarchy, dress code, industry jargon, productivity expectations and working relationships with colleagues.

Counseling and Study Structure

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self Study	Practical	Assignments
1.	CSOA 1	Receiving and Storing Goods in Retail Operations	Non-Credit	30	4	26	-	-
2.	CSOA 2	Delivery of Products to Customers	Non-Credit	30	4	26	-	-
3.	CSOA 3	Maintaining Required Level of Stock in Retail Operations and Adequate Stock Levels for Sale	Non-Credit	30	4	26	-	-
4.	CSOA 4	Maintaining Health and Safety	Non-Credit	30	4	26	-	-
5.	CSOA 5	Create Positive Image of Self & Organization in the Customers Mind	Non-Credit	30	4	26	-	-
6.	CSOA 6	Work Effectively in Retail Team and Organization	Non-Credit	30	4	26	-	-
7.	CSOA 7	On the Job Training	Non-Credit	30	-	-	30	-

Study Modules & Books Information

Sr. No	Course Code	Subject Name	Modules to be used
1	CSOA 1	Receiving and Storing Goods in Retail Operations	R02:Guide Book for Store Operations Assistant
2	CSOA 2	Delivery of Products to Customers	
3	CSOA 3	Maintaining Required Levels of Stock in Retail Operations and Adequate Stock Levels for Sale	
4	CSOA 4	Maintaining Health and Safety	
5	CSOA 5	Create Positive Image of Self & Organization	
6	CSOA 6	Work Effectively in Team and Organization	
7	CSOA 7	On the Job Training	-

CERTIFICATE FOR CASHIER(CFC)

Certificate for Cashier(CFC)

1 fVZQdV Q,j d f' k j (CFC)

(A) Duration : 03 Months (D) Courses : 10
 1/4 1/2 vof/k : 03 elg 1/4 1/2 d k 1 : 10
 (B) Eligibility : 10th Pass (E) Credit : Non-Credit
 1/4 1/2 i k=rk : 100 h i k l 1/4 1/2 Ø f M : u k W Ø f M

(C) Contents and Scheme of Examination

1/4 1/2 i k B ; Ø e fo " k l p h , o a i j h k k ; k t u k

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CFC 1	Service Cash Point/POS	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Understanding of setting up and operating cash points correctly. Ability to promptly sort out any problems with routine cash point operations and transactions. Ability to check that staff are handling cash and cash equivalents efficiently and in line with approved procedures. Knowledge to accurately and promptly authorize any refunds, cheques and credit cards payments which need authorization. Knowledge of cash point security procedures and developing effective plans to cope with unexpected problems at the cash point.

										<ul style="list-style-type: none"> • Knowledge of approved procedures for handling cash and cash equivalents and how to follow these efficiently. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 2	Follow Point-of Sale Procedures for Age-Restricted Products	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Knowledge of legal requirements and company policies and procedures for asking proof of age. • Knowledge of legal requirements and company policies and procedures for refusing sales. • Ability to explain clearly and accurately to customers what proof of age is needed and follow company procedures for telling customers how to get proof of age. • Ability to tell customers the correct amount to pay and check accurately the amount and means of payment. • Ability to process the payment in line with company procedures, if payment is acceptable tell the customer tactfully when payment cannot be approved. • Knowledge to record payments accurately and store payments securely. • Knowledge to offer additional services to the customer, treat customers politely and balance the need to give attention to individual

										<p>customers with the need to acknowledge customers who are waiting for help.</p> <ul style="list-style-type: none"> • Knowledge of checking for and identifying counterfeit payments and checking for stolen cheques, credit cards, charge cards or debit cards. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 3	Process Customer Orders for Goods	Non – Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Knowledge of identifying customer needs and the goods that will meet customer's needs. • Ability to locate the source of supply the goods needed and give customers clear, accurate and complete information about the availability of goods and the terms of supply. • Knowledge of legal and company procedures for checking the customer's identity and credit status and company policy for offering to order goods needed by the customer. • Ability to prepare accurate, clear and complete information about the order and pass this information to people responsible for fulfillment. • Knowledge of legal and company requirements relating to customer confidentiality and who is entitled to see customer information and in what situations

										<ul style="list-style-type: none"> • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 4	Process Part Exchange Sale Transactions	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to thoroughly inspect the item being offered and protect the item from damage while handling it. • Knowledge to identify accurately any repairs and cleaning needed and the costs involved and work out the exchange value of the item accurately within company guidelines. • Ability to explain to the customer clearly and accurately the part-exchange value of the item and the benefits of a exchange arrangement. • Ability to tell the customer politely that the item is not acceptable for part-exchange, when applicable. • Knowledge of company policies and procedures for checking who owns and to work out accurately the balance the customer is required to pay. • Ability to accept or refuse the customer's offers according to company policies and discretion and end the transaction politely. • Knowledge to assess correct amount to pay and check accurately the amount and means of payment offered by the customer.

										<ul style="list-style-type: none"> • Ability to process the payment in line with company procedures, if payment is acceptable or tell the customer tactfully, when payment cannot be approved. • Knowledge to record payments accurately and store payments securely. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 5	Process Payments and Cash and Credit Transactions	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to accurately identify the price of purchases and promptly sort out any pricing problems by referring to pricing information. • Ability to get advice promptly from right person and work out accurately the amount the customer should pay. • Knowledge of relevant rights, duties and responsibilities relating to the goods sold. • Technical knowledge of common methods of working out payments including point-of-sale technology, electronic calculators and Electronic Data capture (EDC) Machines etc. • Knowledge of company guidelines for setting customer credit limits. • Ability to periodically check customer accounts accurately to ensure that payments are up to date.

										<ul style="list-style-type: none"> • Knowledge to investigate reasons for missed payments and accurately record findings. • Ability to identify customers who go over their credit limits and act promptly within company guidelines to deal with such customers and report to the right person the results of the action to be taken to deal with such customers. • Ability to check that payments from customers are valid and accurate and record payments promptly and accurately. • Ability to record the reasons why payments are overdue and identify problems accurately and sort them out promptly. • Knowledge to check that charges and credits made to the customer accounts are correct and identify and sort out problems with customer accounts. • Knowledge of legal rights and obligations of customers and retailers in relation to credits. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 6	Process Returned Goods	Non – Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to check clearly and politely with the customer what goods they want to return and their reasons. • Knowledge of legal and company requirements for offering

										<p>replacements and refunds and to explain clearly and politely these to the customer including the proposed action and any charges applicable.</p> <ul style="list-style-type: none"> • Knowledge of company procedures for the replacement goods to be sent out to explain to the customer the arrangements for returning the unwanted goods. • Knowledge to check accurately the type, quantity and condition of returned goods and give complete information to the person who can raise a credit note or refund the payment. • Knowledge of stock control system • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 7	Maintain Health and Safety	Non – Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to notice and correctly identify accidents and emergencies. • Knowledge of company policy and procedures for preventing further injuries • Ability to act within the limits of your responsibility and authority in case of accidents and emergencies and follow instructions given by senior staff and emergency services. • Knowledge of company procedures and legal requirement for reducing health and security risks.

										<ul style="list-style-type: none"> • Knowledge in the use of safety equipment. • Knowledge of approved lifting and handling techniques and use of equipment in line with company guidelines and manufacturer's instructions. • Ability to plan a safe and efficient route for moving goods. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 8	Creating Positive Image of Self and Organization in the Customers Mind	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to meet organization's standards of appearance and behavior. • Ability to greet your customer respectfully and communicate in a way that makes them feel valued and respected. • Ability to identify and confirm your customer's expectations and treat them courteously and helpfully at all times. • Ability to keep your customer informed and reassured. • Knowledge to respond promptly to a customer seeking assistance and select the most appropriate way of communicating with them. • Ability to give your customer the information they need about the services or products offered by the organization.

										<ul style="list-style-type: none"> • Knowledge of organization's standards for timeliness in responding to customer questions and requests for information. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 9	Work Effectively in Team and Organization	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to display courteous and helpful behavior at all times. • Ability to complete allocated tasks as required and seek assistance when difficulties arise. • Ability to use questioning techniques to clarify instructions or responsibilities. • Knowledge of appropriate dress code and presentation as well as personal hygiene procedures. • Ability to interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying. • Knowledge of employee rights and obligations. • Ability to share work fairly with colleagues and make realistic commitments to colleagues. • Ability to encourage and support colleagues. • Knowledge of company's health and safety procedures.

										<ul style="list-style-type: none"> • Knowledge and skills to achieve goals and regularly checking the progress and obtaining feedback on progress. • Ability to give clear, accurate and relevant information and explain and demonstrate procedures clearly, accurately and in a logical sequence. • Knowledge of team's purpose, aims, targets and responsibilities • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CFC 10	On the Job Training	Non-Credit	100	-	-	100	40	-	-	<ul style="list-style-type: none"> • On the job skill by working with a retail organization • Acquire basic experience and knowledge for various activities in retail operations.

Note :For a PASS - A Student would require to secure 40% for both Theory and Practical/Training.

Grand Total	Pass
1000	400

Detailed Syllabus

CFC 1: Service Cash Point/POS

Monitor Receipt Practices and Processes at the Cash Point/POS : Check at suitable times that staff are setting up and operating cash points correctly; Look into and promptly sort out any problems with routine cash point operations and transactions; Check that staff are handling cash and cash equivalents efficiently and in line with approved procedures; Accurately and promptly authorize any refunds, cheques and credit card payments which need your authorization; Correctly follow cash point security procedures; Develop effective plans to cope with unexpected problems at the cash point.

Organizational Context and Technical Knowledge: Knowledge of modes of payment that are accepted in your store; Problems that can arise in routine cash point operations and transactions with resolution; Company approved procedures for handling cash and cash equivalents and how to follow these efficiently.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to calculate amounts, discounts, refunds and fractions including currency conversions.

CFC 2: Follow Point-of-Sale Procedure for Age-Restricted Products

Follow Procedures for Sales of Age-Restricted Products : Follow legal requirements and company policies and procedures for asking for proof of age; When you need proof of the customer's age, make the sale only if they provide it and it meets legal and company conditions; Follow legal requirements and company policies and procedures for refusing sales; Refuse politely and firmly to make sales that are against the law or any procedures and policies you must follow; Explain clearly and accurately to customers what proof of age you can accept; Follow company procedures for telling customers how to get proof of age.

Provide Service at Point of Sale : Tell customers the correct amount to pay and check accurately the amount and means of payment offered by the customer; Where the payment is acceptable, process the payment in line with company procedures; Tell the customer tactfully when payment cannot be approved; Record payments accurately and store payments securely and protect them from theft; Offer additional services to the customer where these are available; Treat customers politely throughout the payment process; Balance the need to give attention to individual customers with the need to acknowledge customers who are waiting for help.

Organizational Context and Technical Knowledge: Knowledge of age-restricted products and age restrictions on the products you are authorized to sell and what can happen to you and the company if you do not keep within these restrictions; Dealing with customers offering suspect payments and suspected fraud; Relevant rights, duties and responsibilities of customer and self; Checking for stolen cheques, credit cards, charge cards or debit cards.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize

misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to calculate totals, fractions, discounts, refunds and rebates accurately, critical thinking – to determine the impact of accepting counterfeit, impact of not collecting prescribed proof and impact of sales made to underage.

CFC 3: Process Customer Orders for Goods

Check the Availability of Goods for Orders: Identify customer's needs accurately by asking suitable questions and identify the goods that will meet customer's needs; Find out who can supply the goods needed and on what terms; Keep customers informed of progress in finding the goods they need and give customers clear, accurate and complete information about the availability of goods and the terms of supply.

Process Orders for Customers : Follow legal and company procedures for checking the customer's identity and credit status; Follow company policy for offering to order goods the customer needs if they are not in stock; Prepare accurate, clear, complete and timely information to those responsible for issuing the invoice; Tell the right person promptly when you cannot process an order and explain the reasons clearly; Let the customer know promptly and politely if their order cannot be delivered within the time agreed; Store customer's details securely and show them only to people who have a right to see them.

Organizational Context and Technical Knowledge: Knowledge of legal and company procedures for checking the customer's identity and credit status; Legal and company requirements relating to customer confidentiality, Company procedures for storing customer information securely.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to understand the customer requirement through effective and relevant probing, critical thinking – to determine the impact of not maintaining customer confidentiality and not being able to deliver as committed.

CFC 4: Process Part Exchange Sale Transactions

Decide on the Value of Items Offered in Part Exchange by Customers : Thoroughly inspect the item being offered and protect the item from damage while handling it; Identify accurately any repairs and cleaning needed and the cost involved; Work out the exchange value of the item accurately within company guidelines; Explain to the customer clearly and accurately the part exchange value of the item and the benefits of a part exchange arrangement; Tell the customer politely that the item is not acceptable for part exchange, when this applies; Treat the customer politely throughout the valuation process.

Negotiate Part Exchange Sales Transactions with Customers : Follow company policies and procedures for checking who owns the item; Work out accurately the balance the customer should pay on the item they want to buy; Accept or refuse the customer's offers according to company policies and the discretion you are allowed; End the transaction politely if the customer is not willing to go ahead;

Explain clearly and accurately the terms and conditions of the sale; Fill in the paperwork for the transaction and treat the customer politely throughout negotiations.

Provide Service at Point of Sale in a Store : Tell customers the correct amount to pay and check accurately the amount and means of payment offered by the customer; Where the payment is acceptable, process the payment in line with company procedures; Tell the customer tactfully when payment cannot be approved; Record payment accurately and store payments securely and protect them from theft; Offer additional services to the customer where these are available; Treat customers politely throughout the payment process; Balance the need to give attention to individual customers with the need to acknowledge customers who are waiting for help.

Organizational Context and Technical Knowledge: Knowledge of dealing with customers offering suspect payments and company procedures for dealing with suspected fraud; Checking for and identifying counterfeit payments; Checking for stolen cheques, credit cards, charge cards or debit cards.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to evaluate the condition of the exchange, critical thinking – to determine the impact of not capturing all details of the exchange and erroneous valuation.

CFC 5: Process Payments and Cash and Credit Transactions

Work Out the Price of Customer's Purchases: Accurately identify the price of purchases; Promptly sort out any pricing problems by referring to pricing information; Get advice promptly from the right person when you cannot sort out pricing problems yourself; Work out accurately the amount the customer should pay.

Process Customer Credit : Follow company guidelines for setting customer credit limits; Check customer accounts accurately and at suitable intervals to check that payments are up to date; Promptly investigate reasons for missed payments and accurately record your findings; Identify customers who go over their credit limits and report your findings promptly to the right person; Act promptly and within company guidelines to deal with customers who go over their credit limits; Report to the right person the results of the action you take to deal with customers who go over their credit limits.

Process Payments Made to Customer Accounts: Check that payments from customers are valid and accurate; Record payments from customers promptly and accurately; Record clearly and accurately the reasons why payments are overdue; Identify problems accurately and sort them out promptly; Tell the right person promptly about any problems that you cannot sort out; Store collected payments securely and in line with company procedures.

Reconcile Customer Accounts: Check that charges and credits made to customer accounts are correct; Identify and sort out problems with customer accounts; Tell the right person about problems with customer accounts that you cannot sort out or that are beyond your responsibility and control.

Organizational Context and Technical Knowledge : Knowledge of relevant rights, duties and responsibilities relating to the goods sold; Common methods of working out payments including point-of-sale technology, electronic calculators, Electronic Data Capture (EDC) Machines etc; Risks to the company of offering credit to customers; The legal rights and obligations of customers and retailers in

relation to credit; Company policies for crediting the cost of returned goods to customer accounts; The procedures carried out by the automated billing system.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to calculate totals, fractions, discounts, refunds and rebates accurately, critical thinking – to determine the impact of accepting counterfeit, incorrect payments received.

CFC 6: Process Returned Goods

Help Customers Who Need to Return Goods : Check clearly and politely with the customers what goods they want to return and their reasons; Apologise promptly if your company appears to be at fault; Follow legal and company requirements for offering replacements and refunds and explain these to the customer clearly and politely; Explain to the customer clearly and politely the action you are going to take and any charges that apply; Pick out accurately the replacement goods and follow company procedures for preparing them to be sent out; Explain to the customer accurately, clearly and politely the arrangements for returning the unwanted goods.

Process Returns of Goods : Check accurately the type, quantity and condition of returned goods; Give accurate and complete information to the person who can raise a credit note or refund the payment; Update the stock control system promptly, accurately and fully; Label clearly any goods that are to be returned to the supplier or manufacturer; Move returned goods to the correct place and position unsaleable goods separately from sales stock.

Organizational Context and Technical Knowledge : Knowledge of customer's legal rights and company policies and procedures for replacements and refunds; raising credit notes and refund payments.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to isolate and identify rational reasons for goods returned, critical thinking – to determine the impact of accepting all returned goods without correct reasons, not updating stock control system with returned goods and mixing returned goods that are saleable with those to be returned to the manufacturer.

CFC 7: Maintain Health and Safety

Identify and Report Accidents and Emergencies : Notice and correctly identify accidents and emergencies; Get help promptly and in most suitable way; Follow company policy and procedures for preventing further injury while waiting for help to arrive; Act within the limits of your responsibility and authority when accidents and emergencies arise; Promptly follow instructions given by the senior staff and the emergency services.

Protect Health and Safety as You Work: Follow company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Use safety equipment correctly and in the right situations; Get advice and help from the right people when you are concerned about your ability to work safely.

Lift and Handle Goods Safely: Take suitable safety measures before lifting to protect yourself and other people; Use approved lifting and handling techniques; Check that any equipment you need to use is fit for use; Use lifting and handling equipment in line with company guidelines and manufacturer's instructions; Plan a safe and efficient route for moving goods; Make sure that you understand your responsibilities when you ask others to help in lifting and handling operations.

Organizational Context: Knowledge of the types of accident and emergency that tend to happen in stores; Getting help in the event of an accident or emergency; Action you can safely and usefully take while waiting for help to arrive; Health and safety risk that can arise in a store environment. Company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Health and safety procedures; Safety equipment you need to use; Weight of loads which can be lifted safely and company guidelines for not lifting more than safe loads; Planning your route when moving goods and company guidelines and manufacturer's instructions for using lifting and handling equipment.

Technical Knowledge: Technical knowledge of approved techniques for safe handling and lifting; Approved procedures for using safety equipment.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CFC 8: Creating Positive Image of Self and Organization in the Customers Mind

Establish Effective Rapport with Customers: Meet your organization's standards of appearance and behaviour; Greet your customer respectfully and in a friendly manner; Communicate with your customer in a way that makes them feel valued and respected; Identify and confirm your customer's expectations; Treat your customer courteously and helpfully at all times; Keep your customer informed and reassured; Adapt your behavior to respond effectively to different customer behavior.

Respond Appropriately to Customers: Respond promptly to a customer seeking assistance; Select the most appropriate way of communicating with your customer; Check with your customer that you have fully understood their expectations; Respond promptly and positively to your customer's questions and comments; Allow your customer time to consider your response and give further explanation when appropriate,

Communicate Information to Customers: Quickly locate information that will help your customer; Give your customer the information they need about the services or products offered by your organization; Recognize information that customer might find complicated and check whether they fully understand; Explain clearly to your customers any reasons why their needs or expectations cannot be met.

Organizational Context: Organization's standards for appearance and behavior; Organization's guidelines for how to recognize what your customer wants and respond appropriately; Organization's rules and procedures regarding the methods of communication you use; Recognizing when a customer

is angry or confused; Organization's standards for timeliness in responding to customer questions and requests for information.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CFC 9: Work Efficiently in Retail Team and Organization

Support the Work Team: Display courteous and helpful behavior at all times; Take opportunities to enhance the level of assistance offered to colleagues; Meet all reasonable requests for assistance within acceptable workplace timeframes; Complete allocated tasks as required; Seek assistance when difficulties arise; Use questioning techniques to clarify instructions or responsibilities; Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.

Maintain Personal Presentation: Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact; Follow personal hygiene procedures according to organizational policy and relevant legislation.

Develop Effective Work Habits : Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task; Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying; Ask questions to seek and clarify workplace information; Plan and organize daily work routine within the scope of the job role; Prioritise and complete tasks according to required timeframes; Identify work and personal priorities and achieve a balance between competing priorities.

Support Effective Team Working : Share work fairly with colleagues, taking account of your own and other's preferences, skills and time available; Make realistic commitments to colleagues and do what you have promised to do; Let colleagues know promptly if you will not be able to do what has been promised and suggest suitable alternatives; Encourage and support colleagues when working conditions are difficult and who are finding it difficult to work together; Follow the company's health and safety procedures.

Help Plan and Organise Own Learning : Discuss and agree with the right people goals that are relevant, realistic and clear; Identify the knowledge and skills to achieve desired goals; Action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning; Regularly check your progress , when necessary, and ask for feedback on your progress and use the feedback to improve your performance.

Help Others Learn : Encourage colleagues to ask you for work related information or advice and notice when colleagues are having difficulty performing tasks; Give clear, accurate and relevant information and advice relating to tasks and procedures and explain and demonstrate procedures clearly, accurately and in a logical sequence; Encourage colleagues to ask questions and give them opportunities to practice new skills and give constructive feedback; Check that health, safety and security are not compromised when you are helping others to learn.

Organizational Context: Knowledge of the policies and procedures relating to the job role; The value system of the organization; Employee rights and obligations; The reporting hierarchy and escalation matrix; Team's purpose, aim, targets and responsibility; Colleagues roles and main responsibilities and importance of sharing work fairly with colleagues; Factors affecting your own and colleague's willingness to carry out work and commitments, including your existing workload and degree; The

importance of maintaining team morale and good working relations and techniques for removing tension between colleagues; The importance of following company policies and procedures for health and safety; Identifying the knowledge and skills to achieve the goals; Checking progress, adjusting plans as needed and feedback on progress.

Technical Knowledge : Knowledge to ask questions to identify and confirm requirements; Follow routine instructions through clear and direct communication; Use language and concepts appropriate to cultural differences; Use and interpret non-verbal communication; The scope of information or materials required within the parameters of the job role; Consequences of poor team participation on job outcomes; Work health and safety requirements.

Core / Generic Skills and Professional Skills : Writing skills to complete workplace documentation accurately, write simple reports when required; Reading skills to read and interpret workplace documentation and read and interpret organizational policies and procedures and data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making – to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule time personal management, plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to ambiguity in directions and instructions, breakdown in relationships within the team and breakdowns in communications with other teams, breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CFC 10 : On the Job Training

On-the-job training (OJT) can help you perform better in your job by developing specific aptitudes and knowledge related to your duties. The experiential learning through this can help you succeed in roles that involve using specialized machinery, software, equipment or hands-on tasks.

Students typically need extensive training as they may not possess experience in a particular industry or role. Apart from role-related skills and practical procedures, students can also learn workplace standards and general information in their initial job. These include company hierarchy, dress code, industry jargon, productivity expectations and working relationships with colleagues.

Counseling and Study Structure

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self Study	Practical	Assignments
1.	CFC 1	Service Cash Point/POS	Non-Credit	30	4	26	-	-
2.	CFC 2	Follow Point-of Sale Procedures for Age-Restricted Products	Non-Credit	30	4	26	-	-
3.	CFC 3	Process Customer Orders for Goods	Non-Credit	30	4	26	-	-
4.	CFC 4	Process Part Exchange Sale Transactions	Non-Credit	30	4	26	-	-
5.	CFC 5	Process Payments and Cash and Credit Transactions	Non-Credit	30	4	26	-	-
6.	CFC 6	Process Returned Goods	Non-Credit	30	4	26	-	-
7.	CFC 7	Maintain Health and Safety	Non-Credit	30	4	26	-	-
8.	CFC 8	Creating Positive Image of Self and Organization in the Customers Mind	Non-Credit	30	4	26	-	-
9.	CFC 9	Work Effectively in Retail Team and Organization	Non-Credit	30	4	26	-	-
10.	CFC 10	On the Job Training	Non-Credit	30	-	-	30	-

STUDY MODULES & BOOKS INFORMATION

Sr. No	Course Code	Subject Name	Modules to be used
1.	CFC 1	Service Cash Point/POS	R04: Guide Book for Cashier
2.	CFC 2	Follow Point-of Sale Procedures for Age-Restricted Products	
3.	CFC 3	Process Customer Orders for Goods	
4.	CFC 4	Process Part Exchange Sale Transactions	
5.	CFC 5	Process Payments and Cash and Credit Transactions	
6.	CFC 6	Process Returned Goods	
7.	CFC 7	Maintain Health and Safety	
8.	CFC 8	Creating Positive Image of Self and Organization in the Customers Mind	
9.	CFC 9	Work Effectively in Retail Team and Organization	
10.	CFC 10	On the Job Training	-

**CERTIFICATE FOR SALES
ASSOCIATE (CSA)**

Certificate for Sales Associate(CSA)

1 fVZQdV Q,j l Yl , l kl , V (CSA)

(A) Duration	:	04 Months	(D) Courses	:	10
1/2 vof/k	:	04 elg	1/2 dk l	:	10
(B) Eligibility	:	10th Pass	(E) Credit	:	Non-Credit
1/2 i k=rk	:	100h i kl	1/2 ØfMV	:	Non-Credit

(C) Contents and Scheme of Examination

1 1/2 i k; Øe fo" k l ph , oai jh k ; k uk

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CSA 1	Processing Credit Applications for Purchases	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Understanding of customer's needs for credit facilities and features and conditions of credit facilities. Providing enough time and opportunities for the customer to ask for clarification or more information. Ability to accurately fill in the documents needed to allow the customer to get credit and successfully carry out the necessary credit checks and authorization procedures. Understanding of how to promptly refer difficulties in processing applications to the right person. Knowledge of legal and company requirements for giving information to customers when offering them

										<p>credit facilities, for carrying out credit checks and whom to approach for help in sorting out difficulties.</p> <ul style="list-style-type: none"> • Knowledge of determining the credit worthiness of an individual by using appropriate techniques and tools. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSA 2	Keeping the Store Secure	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to take prompt and suitable action to reduce security risks following company policy and legal requirements. • Knowledge of approved procedures and techniques for protecting your personal safety. • Knowledge of company policies and procedures for maintaining security while you work and when you go on your breaks and when you finish work. • Knowledge of the types of security risk that can arise in your work place and how much authority and responsibility you have to deal with security risks including your legal rights and duties. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSA 3	Maintaining Health and Safety	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Knowledge of company procedures and legal requirements for dealing with accidents and emergencies.

										<ul style="list-style-type: none"> • Ability to speak and behave in a calm way while dealing with accidents and emergencies. • Knowledge of reporting accidents and emergencies promptly, accurately and to the right person. • Knowledge to recognize when evacuation procedures have been started as per company procedures. • Ability to follow the health and safety requirements laid down by the company and by law and encourage colleagues to do the same. • Ability to promptly take the approved action to deal with risks if you are authorized to do the same or report them to the right person. • Knowledge in the use of equipment and materials in line with the manufacturer's instructions. • Knowledge of emergency response techniques and using machinery and escape methods to have minimal loss to material and life. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
--	--	--	--	--	--	--	--	--	--	---

CSA 4	Demonstrating Products to Customers, Helping Choose Right Products and Providing Specialist Support to Customers	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to prepare the demonstration area to be used safely. • Knowledge of equipment and products to be demonstrated and ability to explain and present the demonstration in a logical sequence covering all the features and benefits. • Ability to promptly clear away the equipment and products at the end of demonstration. • Knowledge of applicable warranty, replacement/repair and annual maintenance costs (if applicable). • Ability to find out which product features and benefits interest individual customers and describe and explain clearly and accurately relevant product features. • Ability to compare and contrast products in ways that help customers choose the right product. • Knowledge to check customer's responses to your explanations and encourage customers to ask questions and respond to their questions. • Knowledge to constantly check the store for security, safety and potential sales. • Ability to give customers enough time to evaluate products and ask questions and handle objections and questions in a way that promotes sales.
-------	--	------------	-----	-----	----	---	---	---	---	---

										<ul style="list-style-type: none"> • Knowledge to identify the need for additional and associated products. • Knowledge of handling objections and questions confidently and effectively and legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods. • Techniques for closing the sale and technical knowledge of product features and benefits. • Ability to talk to customers politely and in ways that promote sales and goodwill and help the customer understand the features and benefits of the products. • Knowledge to promote the products and spot and use suitable opportunities to promote other products. • Ability to constantly check the store for safety, security and potential sales while helping individual customers. • Ability to set up demonstrations safely ensuring availability of everything needed to give an effective demonstration and give demonstrations clearly showing the use and value of the product. • Adaption of your speech, body language and sales style to appeal to different kinds of customer.
--	--	--	--	--	--	--	--	--	--	--

										<ul style="list-style-type: none"> • Knowledge of company policy on customer service and its application to giving specialist information and advice to customers. • Knowledge of features and benefits of the specialist products and setting up safe and effective demonstrations of the specialist products. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSA 5	Maximizing Sales of Goods and Services and Providing Personalized Sales and Post Sales Service Support	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Knowledge of promotional opportunities and their potential to increase sales. • Ability to report promotional opportunities to the right person and fill in the relevant records fully and accurately. • Ability to take the most effective actions for converting promotional sales into regular future sales. • Ability to gather relevant and accurate information about the effectiveness of promotions and record clearly and accurately the result of promotions. • Knowledge of seasonal trends and their effect on opportunities for sales. • Knowledge of techniques for building customer's interest in regularly buying the product being promoted.

										<ul style="list-style-type: none"> • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSA 6	Creating Positive Image of Self and Organization	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to meet organization's standards of appearance and behavior. • Ability to greet your customer respectfully and communicate in a way that makes them feel valued and respected. • Ability to identify and confirm your customer's expectations and treat them courteously and helpfully at all times. • Ability to keep your customer informed and reassured. • Knowledge to respond promptly to a customer seeking assistance and select the most appropriate way of communicating with them. • Ability to give your customer the information they need about the services or products offered by the organization. • Knowledge of organization's standards for timeliness in responding to customer questions and requests for information. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.

CSA 7	Resolving Customer Concerns, Organizing the Delivery of Reliable Service and Improving Customer Relationship	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to identify the options for resolving a customer service problem and work out the advantages and disadvantages of each option and pick the best option for your customer and organization. • Ability to discuss and agree the options for solving the problem with your customer and take action to implement the option agreed with your customer. • Keeping your customer fully informed about what is happening and checking with the customer to make sure that problem has been resolved to their satisfaction. • Technical knowledge of identifying problems with systems and procedures before they begin to affect the customer. • Knowledge of planning and organizing the delivery of reliable customer service. • Knowledge to review and maintain customer service delivery. • Knowledge of recording systems to maintain reliable customer service. • Knowledge of organizational procedures and systems for recording, storing, retrieving and supplying customer service information.
-------	---	------------	-----	-----	----	---	---	---	---	---

										<ul style="list-style-type: none"> • Knowledge of legal and regulatory requirements regarding the storage of data. • Technical knowledge of CRM software to capture customer feedback and draw analysis. • Knowledge of the best method of communication to meet your customer's expectations and adapt your communication to respond to individual customer's feelings. • Ability to meet customer's expectations within the organization's service offer and explain the reasons to customers when their expectations cannot be met. • Ability to identify alternative solutions either within or outside the organization with costs and benefits of these solutions and negotiate and agree solutions with the customers which satisfy them and are acceptable to the organization. • Ability to exceed customer expectations to develop the relationship. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
--	--	--	--	--	--	--	--	--	--	--

CSA 8	Monitoring and Solving Service Concerns and Promoting Continuous Improvement in Service	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Understanding of customer service problems following organizational guidelines and solve when you have sufficient authority while working with others. • Informing customers of the actions being taken and check whether they are comfortable with the actions being taken. • Ability to solve problems with service systems and procedures affecting customers and inform managers and colleagues of the steps taken to solve specific problems. • Ability to identify repeated customer service problems and options for solving them. • Ability to take action to avoid the repetition of customer service problems. • Knowledge of organizational procedures and systems for dealing with customer service problems and identifying repeated customer service problems. • Ability to gather feedback from customers and analyze and interpret feedback to identify opportunities for customer service improvements and proposed changes • Understanding of potential effects of any proposed changes and ability to negotiate changes in customer service systems and improvements with
-------	---	------------	-----	-----	----	---	---	---	---	---

										<p>somebody of sufficient authority to approve trial/full implementation of the change.</p> <ul style="list-style-type: none"> • Ability to implement changes in customer service. • Ability to review changes that promote continuous improvement in customer service. • Knowledge of collecting, analyzing and presenting customer feedback. • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSA 9	Work Effectively in Team and Organization	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Ability to display courteous and helpful behavior at all times. • Ability to complete allocated tasks as required and seek assistance when difficulties arise. • Ability to use questioning techniques to clarify instructions or responsibilities. • Knowledge of appropriate dress code and presentation as well as personal hygiene procedures. • Ability to interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying. • Knowledge of employee rights and obligations

										<ul style="list-style-type: none"> • Ability to share work fairly with colleagues and make realistic commitments to colleagues. • Ability to encourage and support colleagues. • Knowledge of company's health and safety procedures. • Knowledge and skills to achieve goals and regularly checking the progress and obtaining feedback on progress. • Ability to give clear, accurate and relevant information and explain and demonstrate procedures clearly, accurately and in a logical sequence. • Knowledge of team's purpose, aims, targets and responsibilities • Writing skills, reading skills, oral communication skills and professional skills relevant to the job.
CSA 10	On the Job Training	Non-Credit	100	-	-	100	40	-	-	<ul style="list-style-type: none"> • On the job skill by working with a retail organization • Acquire basic experience and knowledge for various activities in retail operations.

Note :For a PASS - A Student would require to secure 40% for both Theory and Practical/Training.

Grand Total	Pass
1000	400

Detailed Syllabus

CSA 1 : Processing Credit Applications for Purchases

Process Applications from Customers for Credit Facilities : Identify the customer's needs for credit facilities; Clearly explain to the customer the features and conditions of credit facilities; Provide enough time and opportunities for the customer to ask for clarification or more information; Accurately fill in the documents needed to allow the customer to get credit; Successfully carry out the necessary credit checks and authorization procedures; Promptly refer difficulties in processing applications to the right person.

Organizational Context and Technical Knowledge : Knowledge of the features and conditions of the credit facilities offered by the company; Knowledge of legal and company requirements for giving information to customers when offering them credit facilities; Knowledge of legal and company procedures for carrying out credit checks and getting authorization for credit facilities; Knowledge of whom to approach for advice and help in sorting out difficulties in processing applications; Technical knowledge for determining the credit worthiness of an individual by using appropriate techniques and tools.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to identify and evaluate the supporting's given for credit applications, critical thinking – to determine the impact of doing a thorough credit check for all applications received.

CSA 2: Keeping the Store secure

Help Keep the Retail Environment Secure : Take prompt and suitable action to reduce security risks as far as possible; Follow company policy and legal requirements when dealing with security risks; Recognize when security risks are beyond your authority and responsibility to sort out and report these risks promptly to the right person; Use approved procedures and techniques for protecting your personal safety when security risks arise; Follow company policies and procedures for maintaining security while you work; Follow company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work.

Organizational Context and Technical Knowledge : Knowledge of the types of security risk that can arise in your workplace; Knowledge of how much authority and responsibility you have to deal with security risks, including your legal rights and duties; Knowledge of company policy and procedures for dealing with security risks in your workplace.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – to respond to

emergency situations as per the escalation matrix, critical thinking – to determine the impact of not securing the loss prevention and security equipment.

CSA 3 : Maintaining Health and Safety

Deal with Accidents and Emergencies : Follow company procedures and legal requirements for dealing with accidents and emergencies; Speak and behave in a calm way while dealing with accidents and emergencies; Report accidents and emergencies promptly, accurately and to the right person; Recognize when evacuation procedures have been started and following company procedures for evacuation.

Help to Reduce Risks to Health and Safety : Follow the health and safety requirements laid down by your company and by law and encourage colleagues to do the same; Promptly take the approved action to deal with risks if you are authorized to do so; If you do not have authority to deal with risks, report them promptly to the right person; Use equipment and materials in line with the manufacturer's instructions.

Organizational Context : Knowledge of company procedures and legal requirements for dealing with and reporting accidents and emergencies; Reporting accidents and emergencies promote health and safety; Knowledge of company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are; Knowledge of health and safety requirements laid down by the company and by law; Knowledge of authority and responsibility and approved procedures for dealing with health and safety risks; Knowledge of instructions for using equipment and materials.

Technical Knowledge : Technical knowledge of techniques for speaking and behaving in a calm way while dealing with accidents and emergencies; emergency response techniques; using machinery and escape methods to have minimal loss to material and life.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSA 4 : Demonstrating Products to Customers, Helping Choose Right Products and Providing Specialist Support to Customers

Demonstrate Products to Customers : Prepare the demonstration area and check that it can be used safely; Check you have the equipment and products required for demonstration; Explain and present the demonstration clearly and accurately and in a logical sequence and stages covering all the features and benefits needed to gain the customer's interest; Promptly clear away the equipment and products at the end of the demonstration.

Help Customers Choose Products : Find out which product features and benefits interest individual customers and focus on these when discussing products; Describe and explain clearly and accurately relevant product features and benefits to customers; Compare and contrast products in ways that help customers choose the product that best meets their needs and check customer's responses to your explanations; Encourage customers to ask questions and respond to their questions, comments and objections in ways that promote sales and goodwill; Identify suitable opportunities to tell the customer about associated or additional products in a way that promotes sales and goodwill; Constantly check the store for security, safety and potential sales while helping customers.

Check the Customer's Preferences and Buying Decisions When Making Sales : Give customers enough time to evaluate products and ask questions; Handle objections and questions in a way that promotes sales and keeps the customer's confidence; Identify the need for additional and associated products and take the opportunity to increase sales; Clearly acknowledge the customer's buying decisions, explain any customer rights that apply and explain to the customer where to pay for their purchases.

Give Customers Information and Advice on Specialist Products : Talk to customers politely and in ways that promote sales and goodwill; Use the information the customer gives you to find out what they are looking for and help the customer understand the features and benefits of the products; Explain clearly and accurately the features and benefits of the products, relating these to the customer's needs; Promote the products that give the best match between the customer's needs and the store's need; Spot and use suitable opportunities to promote other products where these will meet the customer's needs; Control the time you spend with the customer to match the value of the prospective purchase; Constantly check the store for safety, security and potential sales while helping individual customers.

Demonstrate Specialist Products to Customers : Ascertain customer's need for a demonstration, set up demonstration safely, ensure availability of everything needed for effective demonstration and give demonstration clearly showing the use and value of the products; Offer customers the opportunity to use the product themselves depending upon the need and give customer enough chance to ask questions about the products or services; Check the store for security, safety and potential sales during the demonstration.

Organizational Context and Technical Knowledge: Knowledge of promoting sales and goodwill, helping customers to choose products, explaining product features and benefits to customers and checking and interpreting customer responses; Adapting explanations and responding to questions and comments in ways that promotes sales and goodwill; Encouraging customers to ask you for clarification and more information; The risks of not paying attention to the store, in terms of security, safety and lost sales; Recognizing buying signals from customers and handling objections and questions confidently and effectively; Legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods; Knowledge of adapting your speech, body language and sales style to appeal to different kinds of customer; Company policy on customer service as applicable to giving specialist information and advice to customers; **Technical knowledge** of features and benefits of the products to be demonstrated; applicable warranty, replacement/repair and annual maintenance costs; Techniques for closing the sale; Product features and benefits; Features and benefits of the specialist products and advantages compared with similar products offered by competitors.

Core / Generic Skills and Professional Skills : Writing skills to complete receiving and storage documentation accurately and write simple reports when required; Reading skills to read delivery information in order to set up the correct receiving structures and storage requirements and read and interpret data safety sheets for perishable products; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule receipt and movement of goods, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to over or under supply of goods, multiple deliveries at the same time, breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches; analytical ability – to calculate totals of goods accurately to determine over or under goods, critical thinking – to determine the impact of any discrepancy and action as appropriate.

CSA 5 : Maximizing Sales of Goods and Services and Providing Personalized Sales and Post Sales Service Support

Identify Opportunities to Increase Sales of Particular Products : Identify promotional opportunities and estimate their potential to increase sales and identify those offering the greatest potential to increase sales; Report promotional opportunities to the right person and fill in the relevant records fully and accurately.

Promote Particular Products : 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; Gather relevant and accurate information about the effectiveness of promotions and communicate this information clearly to the right person; Record clearly and accurately the results of promotions.

Provide a Personalized Service : Use available information in the client records to help you prepare for consultations and check that work area is clean and tidy and all the equipment are in hand before starting a consultation; Talk and behave towards the client in ways that project the company image effectively; Ask questions that encourage the client to tell you about their buying needs, preferences and priorities, Where appropriate, tactfully check how much, the client wants to spend; Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs; Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs; Make recommendations to the client in a confident and polite way and without pressurizing them; Pace client consultations so you make good use of your selling time while maintaining good relations with the client; Meet your company's customer service standards in your dealings with the client.

Provide an After Sales Service : Follow the company procedures for keeping client records up-to-date; Record client information accurately and store it in the right places in your company's system and keep it confidential and share it only with people who have right to it; Keep to client's wishes as to how and when you may contact them and follow company's policy and procedures for contacting clients; Where you cannot keep promises to clients, tell them promptly and offer any other suitable products or services.

Organizational Context and Technical Knowledge: Knowledge of seasonal trends and how they affect opportunities for sales; Knowledge of estimating and comparing the potential of promotional opportunities to increase sales; Knowledge of techniques for building customer's interest in regularly buying in future the product being promoted; Knowledge of evaluating and recording the results of promotions; Knowledge of company's desired image and how to project this to clients and creating and creating and maintaining a rapport with clients, both new and existing; Technical knowledge of brands and services, including seasonal trends, new brands or services, promotions, stock levels, competitor comparisons, additional services such as store cards, gift wrapping or delivery.

Core / Generic Skills and Professional Skills : Writing skills to complete receiving and storage documentation accurately and write simple reports when required; Reading skills to read delivery information in order to set up the correct receiving structures and storage requirements and read and interpret data safety sheets for perishable products; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule receipt and movement of goods, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to over or under supply of goods, multiple deliveries at the same time, breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches; analytical ability – to calculate totals of goods accurately to determine over or under goods, critical thinking – to determine the impact of any discrepancy and action as appropriate.

CSA 6 : Creating Positive Image of Self and Organization

Establish Effective Rapport with Customers : Meet your organization's standards of appearance and behaviour; Greet your customer respectfully and in a friendly manner; Communicate with your customer in a way that makes them feel valued and respected; Identify and confirm your customer's expectations; Treat your customer courteously and helpfully at all times; Keep your customer informed and reassured; Adapt your behavior to respond effectively to different customer behavior.

Respond Appropriately to Customers : Respond promptly to a customer seeking assistance; Select the most appropriate way of communicating with your customer; Check with your customer that you have fully understood their expectations; Respond promptly and positively to your customer's questions and comments; Allow your customer time to consider your response and give further explanation when appropriate,

Communicate Information to Customers : Quickly locate information that will help your customer; Give your customer the information they need about the services or products offered by your organization; Recognize information that customer might find complicated and check whether they fully understand; Explain clearly to your customers any reasons why their needs or expectations cannot be met.

Organizational Context : Organization's standards for appearance and behavior; Organization's guidelines for how to recognize what your customer wants and respond appropriately; Organization's rules and procedures regarding the methods of communication you use; Recognizing when a customer is angry or confused; Organization's standards for timeliness in responding to customer questions and requests for information.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSA 7 : Resolving Customer Concerns, Organizing the Delivery of Reliable Service and Improving Customer Relationship

Spot Customer Service Problems and Pick the Best Solution to Resolve Customer Service Problems: Identify the options for resolving a customer service problem and work with others to identify and confirm the options; Work out the advantages and disadvantages of each option and pick out the best option for your customer and your organization; Identify for your customer other ways that problems may be resolved if you are unable to help.

Take Action to Resolve Customer Service Problems : Discuss and agree the options for solving the problems with your customer; Take action to implement the option agreed with the customer; Work with others and your customer to make sure that any promises related to solving the problem are kept; Keep your customer fully informed about what is happening to resolve problems and check with your customer to make sure the problem has been resolved to their satisfaction; Give clear reasons to your customer when the problem has not been resolved to their satisfaction.

Plan and Organize the Delivery of Reliable Customer Service : Plan, prepare and organize everything you need to deliver a variety of services or products to different types of customers; Organize what you do to ensure that you are consistently able to give prompt attention to your customers; Reorganize your work to respond to unexpected additional workloads.

Review and Maintain Customer Service Delivery : Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down; Consistently meet your customer's expectations and balance the time you take with your customers with the demands of other customers seeking your attention; Respond appropriately to your customers when they make comments about the products or services being offered; Alert others to repeated comments made by your customers; Take action to improve the reliability of your service based on customer comments; Monitor whether the action you have taken has improved the service you give to your customers.

Use Recording Systems to Maintain Reliable Customer Service : Record and store customer service information accurately following organizational guidelines; Select and retrieve customer service information that is relevant, sufficient and in an appropriate format; Quickly locate information that will help solve a customer's query; Supply accurate customer service information to others using the most appropriate method of communication.

Improve Communication with Your Customers : Select and use the best method of communication to meet your customer's expectations; Take the initiative to contact your customers to update them when things are not going to plan or when you require further information; Adapt your communication to respond to individual customer's feelings.

Balance the Needs of Your Customer and Your Organization : Meet your customer's expectations within your organization's service offer; Explain the reasons to your customers sensitively and positively when their expectations cannot be met; Identify alternative solutions for your customers either within or outside the organization; Identify the costs and benefits of these solutions to your organization and to your customers; Negotiate and agree solutions with your customers which satisfy them and are acceptable to your organization and take action to satisfy your customers with the agreed solution.

Exceed Customer Expectations to Develop the Relationship : Make extra efforts to improve your relationship with your customers; Recognize opportunities to exceed your customer's expectations and take action to exceed your customer's expectations within the limits of your own authority; Gain the help and support of others to exceed your customer's expectations.

Organizational Context : Knowledge of Listening carefully to customers about problems they have raised and asking customers about the problem to check your understanding; Recognizing repeated problems and alerting appropriate authority; Sharing customer feedback with others to identify potential problems before they happen; Organizational procedures and systems for delivering customer service and for recording, storing, retrieving and supplying customer service information; Identifying useful customer feedback and communicating feedback from customers to others; Legal and regulatory requirements regarding the storage of data; Making best use of the method of communication chosen for dealing with customers and negotiating effectively with customers; Assessing the costs and benefits to your customer and your organization of any unusual agreement you make; Customer loyalty and/or improved internal customer relationships to your organization.

Technical Knowledge : Technical knowledge of identifying problems with systems and procedures before they begin to affect your customers; CRM software to capture customer feedback and draw analysis.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSA 8 : Monitoring and Solving Service Concerns and Promoting Continuous Improvement in Service

Solve Immediate Customer Service Problems : Respond positively to customer service problems following organizational guidelines; Solve customer service problems when you have sufficient authority and work with others to solve customer service problems; Keep customers informed of the actions being taken and check with customers that they are comfortable with the actions being taken; Solve problems with service systems and procedures that might affect customers before they become aware of them; Inform managers and colleagues of the steps taken to solve specific problems.

Identify Repeated Customer Service Problems and Options for Solving Them : Identify repeated customer service problems; Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option; Work with others to select best options for solving repeated customer service problems, balancing customer expectations with needs of your organization.

Take Action to Avoid the Repetition of Customer Service Problems : Obtain the approval of somebody with sufficient authority to change organizational guidelines in order to reduce the chance of a problem being repeated; Action your agreed solution; Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems; Monitor the changes you have made and adjust them if appropriate.

Plan Improvements in Customer Service based on Customer Feedback : Gather feedback from customers that will help to identify opportunities for customer service improvement; Analyze and interpret feedback to identify opportunities for customer service improvements and proposed changes; Discuss with others the potential effects of any proposed changes for your customers and your organization; Negotiate changes in customer service systems and improvements with somebody of sufficient authority to approve trial/full implementation of the change.

Implement Changes in Customer Service : Organize the implementation of authorized changes and implement the changes following organizational guidelines; Inform people inside and outside your organization who need to know of the changes being made and the reasons for them; Monitor early reactions to changes and make appropriate fine-tuning.

Review Changes that Promote Continuous Improvement in Customer Service : Collect and record feedback on the effects of changes and analyze and interpret feedback and share your findings on the effects of changes with others; Summarize the advantages and disadvantages of the changes; Use your analysis and interpretation of changes to identify opportunities for further improvement and present these opportunities to somebody with sufficient authority to make them happen.

Organizational Context : Knowledge of organizational procedures and systems for dealing with customer service problems and identifying repeated customer service problems; How successful resolution of customer service problems contributes to customer loyalty with external customer and improved working relationships with service partners or internal customers; How to negotiate with and reassure customers while their problems are being solved; Service improvements affecting the balance between overall customer satisfaction, costs of providing service and regulatory needs; How customer experience is influenced by the way service is delivered; Collecting, analyzing and presenting customer feedback; Making a business case to others to bring about change in the products or services you offer.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external

customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSA 9 : Work Efficiently in Team and Organization

Support the Work Team : Display courteous and helpful behavior at all times; Take opportunities to enhance the level of assistance offered to colleagues; Meet all reasonable requests for assistance within acceptable workplace timeframes; Complete allocated tasks as required; Seek assistance when difficulties arise; Use questioning techniques to clarify instructions or responsibilities; Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.

Maintain Personal Presentation : Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact; Follow personal hygiene procedures according to organizational policy and relevant legislation.

Develop Effective Work Habits : Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task; Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying; Ask questions to seek and clarify workplace information; Plan and organize daily work routine within the scope of the job role; Prioritise and complete tasks according to required timeframes; Identify work and personal priorities and achieve a balance between competing priorities.

Support Effective Team Working : Share work fairly with colleagues, taking account of your own and other's preferences, skills and time available; Make realistic commitments to colleagues and do what you have promised to do; Let colleagues know promptly if you will not be able to do what has been promised and suggest suitable alternatives; Encourage and support colleagues when working conditions are difficult and who are finding it difficult to work together; Follow the company's health and safety procedures.

Help Plan and Organise Own Learning : Discuss and agree with the right people goals that are relevant, realistic and clear; Identify the knowledge and skills to achieve desired goals; Action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning; Regularly check your progress, when necessary, and ask for feedback on your progress and use the feedback to improve your performance.

Help Others Learn : Encourage colleagues to ask you for work related information or advice and notice when colleagues are having difficulty performing tasks; Give clear, accurate and relevant information and advice relating to tasks and procedures and explain and demonstrate procedures clearly, accurately and in a logical sequence; Encourage colleagues to ask questions and give them opportunities to practice new skills and give constructive feedback; Check that health, safety and security are not compromised when you are helping others to learn.

Organizational Context: Knowledge of the policies and procedures relating to the job role; The value system of the organization; Employee rights and obligations; The reporting hierarchy and escalation matrix; Team's purpose, aim, targets and responsibility; Colleagues roles and main responsibilities and importance of sharing work fairly with colleagues; Factors affecting your own and colleague's willingness to carry out work and commitments, including your existing workload and degree; The importance of maintaining team morale and good working relations and techniques for removing tension between colleagues; The importance of following company policies and procedures for health and safety; Identifying the knowledge and skills to achieve the goals; Checking progress, adjusting plans as needed and feedback on progress.

Technical Knowledge : Knowledge to ask questions to identify and confirm requirements; Follow routine instructions through clear and direct communication; Use language and concepts appropriate to cultural differences; Use and interpret non-verbal communication; The scope of information or materials required within the parameters of the job role; Consequences of poor team participation on job outcomes; Work health and safety requirements.

Core / Generic Skills and Professional Skills : Writing skills to complete workplace documentation accurately, write simple reports when required; Reading skills to read and interpret workplace documentation and read and interpret organizational policies and procedures and data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making – to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule time personal management, plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to ambiguity in directions and instructions, breakdown in relationships within the team and breakdowns in communications with other teams, breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CSA 10 : On the Job Training

On-the-job training (OJT) can help you perform better in your job by developing specific aptitudes and knowledge related to your duties. The experiential learning through this can help you succeed in roles that involve using specialized machinery, software, equipment or hands-on tasks.

Students typically need extensive training as they may not possess experience in a particular industry or role. Apart from role-related skills and practical procedures, students can also learn workplace standards and general information in their initial job. These include company hierarchy, dress code, industry jargon, productivity expectations and working relationships with colleagues.

COUNSELING AND STUDY STRUCTURE

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self-Study	Practical	Assignments
1.	CSA 1	Processing Credit Applications for Purchases	Non-Credit	30	4	26	-	-
2.	CSA 2	Keeping the Store Secure	Non-Credit	30	4	26	-	-
3.	CSA 3	Maintaining Health and Safety	Non-Credit	30	4	26	-	-
4.	CSA 4	Demonstrating Products to Customers, Helping Choose Right Products and Providing Specialist Support to Customers	Non-Credit	30	4	26	-	-
5.	CSA 5	Maximizing Sales of Goods and Services and Providing Personalized Sales and Post Sales Service Support	Non-Credit	30	4	26	-	-
6.	CSA 6	Creating Positive Image of Self and Organization in the Customers Mind	Non-Credit	30	4	26	-	-
7.	CSA 7	Resolving Customer Concerns, Organizing the Delivery of Reliable Service and Improving Customer Relationship	Non-Credit	30	4	26	-	-
8.	CSA 8	Monitoring and Solving Service Concerns and Promoting Continuous Improvement in Service	Non-Credit	30	4	26	-	-
9.	CSA 9	Work Effectively in Retail Team and Organization	Non-Credit	30	4	26	-	-
10.	CSA 10	On the Job Training	Non-Credit	30	-	-	30	-

MODULES & BOOKS INFORMATION

Sr. No	Course Code	Subject Name	Modules to be used
1.	CSA 1	Processing Credit Applications for Purchases	R03:Sales Associates Participant Guide
2.	CSA 2	Keeping the Store Secure	
3.	CSA 3	Maintaining Health and Safety	
4.	CSA 4	Demonstrating Products to Customers, Helping Choose Right Products and Providing Specialist Support to Customers	
5.	CSA 5	Maximizing Sales of Goods and Services and Providing Personalized Sales and Post Sales Service Support	
6.	CSA 6	Creating Positive Image of Self and Organization	
7.	CSA 7	Resolving Customer Concerns, Organizing the Delivery of Reliable Service and Improving Customer Relationship	
8.	CSA 8	Monitoring and Solving Service Concerns and Promoting Continuous Improvement in Service	
9.	CSA 9	Work Effectively in Team and Organization	
10.	CSA 10	On the Job Training	

**CERTIFICATE IN SALES AND
MARKETING (CSM)**

Certificate in Sales and Marketing (CSM)

सर्टिफिकेट इन सेल्स एंड मार्केटिंग (CSM)

(A) Duration : 3 Months

(अ) अवधि : 03 ek

(B) Eligibility : 12th Pass

(ब) पात्रता : 12वीं पास

(C) Contents and Scheme of Examination

(स) पाठ्यक्रम विषय सूची एवं परीक्षा योजना

(D) Courses : 06

(द) कोर्सेस : 06

(E) Credit : Non-Credit

(इ) क्रेडिट : ~~unknown~~ 06

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CSM 1	Marketing and Sales Management मार्केटिंग एंड सेल्स मैनेजमेंट	Non Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Learn Basic Concepts of Marketing Learn the qualities to be Effective Sales Executive Work and create Marketing Environment Market Research and Demand Forecasting Integrated Marketing Communications (IMC)
CSM 2	Services Marketing सर्विसेज मार्केटिंग	Non Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Understand Customer Expectations and Service Perceptions Learn Service Models and New Product Development Pricing and Service Delivery Do Service Promotion Maintain Service Quality
CSM 3	Safety Practices in the Work Environment कार्य परिवेश में सुरक्षा प्रबन्ध	Non Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> Familiarity with safety, first aid, food safety, primary health and basic hygiene

CSM 4	Consumer behavior कंस्यूमर बिहेवियर	Non Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Learn Consumer Behavior • Do Consumer Research and Consumer Learning • Understand Consumer Perception and Involvement • Learn Consumerism • Work towards Consumer/Satisfaction • Understand Organizational Buying Behavior
CSM 5	Personal Selling and Sales Promotion पर्सनल सेल्लिंग एंड सेल्स प्रमोशन	Non- Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • explain the nature and role of personal selling and sales promotion • list different types of selling jobs and qualities of a good salesperson • describe the steps involved in the selling process • discuss the process involved in planning sales promotions; and • explain the methods of sales promotion.
CSM 6	Communication and Personality Development कम्यूनिकेशन एवं पर्सनालिटी डेवलपमेंट	Non Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Basic communication skills • Personality grooming

Note:For a PASS - A Student would require to secure 40% for both Theory and Practical.

Grand Total	Pass
600	240

Detailed Syllabus

CSM 1 - MARKETING AND SALES MANAGEMENT

Marketing Management

- Market analysis
- Marketing questionnaire
- The importance of media planning
- Pricing philosophies and approaches
- Pricing policy
- Effects of discounting prices
- Store merchandising

Sales Management

- The art of selling
- Qualifying & serving customer needs
- Telemarketing
- Presentation skills
- Preparing a sales meeting
- Sales territory management
- Target market
- Developing market and sales potential
- Maximizing customer sales and staff potential
- Maximizing sales force potential
- Personal performance outcomes (PPO)
- Staff review questionnaire—form
- Senior staff position assessment—form
- Management styles and leadership skills
- The use of positive reinforcement with personnel
- Commission sales agreement—form

CSM 2 - SERVICES MARKETING

- Introduction To Services
- Service Quality – The Gaps Analysis Approach
- Consumer Behaviour in Services
- Marketing Research in Services
- Relationship Marketing
- Service Standards

- Service Design and Positioning
- Role of Employees in Services Marketing
- Role of Customers in Services Marketing
- Service Intermediaries
- Managing Demand and Capacity
- Role of Marketing Communications in Services
- Pricing of Services
- Physical Evidence in Services
- Applications of Services Marketing
- Retail Management
- Insurance Marketing

CSM 3 - SAFETY PRACTICES IN THE WORK ENVIRONMENT

Safety Signs & Colour at Work : Safety Signs - Cause for accidents, Safe attitudes; Safety Signs & Colour- Sign categories, Sign types.

First Aid & Artificial Respiration: First Aid - Introduction, First aid and Its aim, Recovery position, Cardiopulmonary resuscitation (CPR), Wound, Shock, Convulsion, Extensive burns, Minor burns and scalds, Chemical burns, Electric shock, Fracture, First-aid box; Artificial Respiration - Respiration, Artificial respiration, Mouth to nose method of artificial respiration, Artificial respiration in case of cardiac arrest, Important points to note after giving artificial respiration to victims.

Safe Lifting and Carrying Techniques: Causes of injury, Types of injury and methods to prevent them, Points that make an objects/load difficult to carry, Preparation before lifting or shifting heavy loads, Correct body posture before beginning the lift in kinetic method of lifting , Manual lifting techniques using kinetic method, Shifting of working tables, Shifting of electronic equipments/instruments, Basic steps of safe lifting and handling.

Fire and Fire Extinguishers: Fire, Fuel, Heat, Oxygen, Controlled and uncontrolled fire, Controlling and extinguishing fire, Fire extinguishers, Types of fire extinguisher - water-filled extinguishers, foam, extinguishers, dry powder extinguishers, carbon dioxide type extinguishers, halon extinguishers, General procedure to be adopted in the event of a fire.

Safe Working Measure : Electric shock, action and treatments; Hazard identification, risk assessment and risk control; Workstation layout and ergonomic guidelines.

Managing Health and Safety at Work : Introduction, General office safety, Types of office accidents, Office hazard control, Office environment, Hazards from electrical equipment, Office safety procedures, Emergency action plan.

Personal Hygiene : Introduction, How to maintain good hygiene, How to ensure food safety, Grooming, What are the consequences of not maintaining good hygiene?

Public and Home Safety : Introduction, Safety at home, Activities that have a potential for accidents, Things that are normally used at home and have a potential for accidents, Public safety, Prevention.

Common Food Borne Diseases and Infections: Introduction, The Farm – beginning of the food chain, Food processing-preventing food-borne illness and improving quality, Transport and storage–safeguarding food, Food safety and retailing, Food safety in the home, Food borne diseases.

CSM 4 - CONSUMER BEHAVIOR

Introduction to Consumer Behavior

Consumerism, Significance, Demand Analysis, Buying Decision Process, Developing Marketing Concepts, Marketing Strategies, Market Segmentation, Market Positioning

Role of Research

Problem Recognition, Consumer Behavior — Research Paradigm, Consumer Behavior — Research Process, Decision Making, Pre-Purchase and Post-Purchase Behavior

Individual Determinants

Motivation, Personality and Self Concept, Attention and Perception, Consumer Learning, Consumer Attitudes

External Influence

Influence of Culture and Social Class, Relationship Marketing, Reference Groups

Models of Consumer Behavior

Model Types, Implications of Marketing Models, Online Customer Behavior, Consumer Expectations, Emerging Issues

CSM 5 - PERSONAL SELLING AND SALES PROMOTION

- Introduction to Sales Management
- Recruitment, Selection and Training of Sales Personnel
- Motivating and Compensating the Sales Force
- Sales Meetings, Sales Contests and Sales Budget
- Organising Sales Effort
- Introduction to Integrated Marketing Communication
- Advertising Strategy: Fundamentals
- Advertising Strategy: Creative Execution
- Sales Promotion
- Managing other Promotional Tools
- Unconventional Promotional Media
- Media Planning and Strategy
- Broadcast Media and Media Planning
- Measurement of Advertising Effectiveness

CSM 6 - COMMUNICATION AND PERSONALITY DEVELOPMENT

English Language-Listening, Speech, Pronunciation, Reading, Spelling, Writing Right

Nouns : Countable and Uncountable, Pronouns : Personal, Relative and Others, Articles

The Parts of Speech, The Prepositions, Clauses : Coordinate, Subordinate, Relative Adverbs, Adjectives and Adjective Phrases, Verb

The Model Auxiliaries, Adverb, Adverb Phrases Comparisons and Intensification, Linking Devices, Subject Verb Agreement, Tenses, Common Errors, Word Building, Vocabulary

Developing Ability of Question and Answer, Body Language and Its Use in Speaking, Group Discussions, Interview Skills

Composition - Making a Technical Report, EMail and Text Messages Composing, Letter Writing, Paragraph Writing, Email Writing, Writing Resume, Writing a Cover Letter

Personality development: Soft Skills Development, Body Language, Behavioral and Symptomatic Soft Skills, Etiquette and Manners, Positive Thinking, Motivation, Goal setting, Team building, Self Confidence, Leadership Skills, Time Management

Introduction to Personality a) Basic of Personality b) Human growth and Behavior c) Theories in Personality d) Motivation

Communication skills and Personality Development a) Intra personal communication and Body Language b) Interpersonal Communication and Relationships c) Leadership Skills d) Team Building and public speaking

Techniques in Personality development I a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning

Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Self hypnotism d) Self acceptance and self growth

COUNSELING AND STUDY STRUCTURE

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self Study	Practical	Assignments
1	CSM 1	Marketing and Sales Management	Non Credit	30	4	26	-	-
2	CSM 2	Services Marketing	Non Credit	30	4	26	-	-
3	CSM 3	Safety Practices in the Work Environment	Non Credit	30	4	26	-	-
4	CSM 4	Consumer Behavior	Non Credit	30	4	26	-	-
5	CSM 5	Personal Selling and Sales Promotion	Non Credit	30	4	26	-	-
6	CSM 6	Communication and Personality Development	Non Credit	30	4	26	-	-

STUDY MODULES & BOOKS INFORMATION

Sr.No	Course Code	Subject Name	Modules to be used
1	CSM 1	Marketing and Sales Management	Sales & Marketing Management by BizBite Consulting Group <i>(Module referred from external web source)</i>
2	CSM 2	Services Marketing	Services Marketing <i>(Module referred from external web source)</i>
3	CSM 3	Safety Practices in the Work Environment	S69:Safety Practices, Primary Health & Personal Hygiene
4	CSM 4	Consumer Behavior	Consumer Behaviour by Atish Singh Himalaya Publishing House
5	CSM 5	Personal Selling and Sales Promotion	Sales and Promotions Management <i>(Module referred from Lovely Professional University)</i>
6	CSM 6	Communication and Personality Development	S68: Effective communication & personality development