

Retail Store and E-commerce Associate(RSE2)
Core Qualification File Syllabus

SL. NO.	MODULE	KEY LEARNING OUTCOMES	Theory (Hours)	Practical (Hours)
1.	Nature and Principles of Retailing	Define basic concepts like retail trade, wholesale trade and their differences. Identify the features, importance and functions of retail trade. Knowledge of different types of retailing and their differences. Understanding of different types of retail stores, their respective features, advantages and disadvantages.	10	06
2.	Inventory management	Define the concept of product, and its different types. Understanding the concept of inventory and its types. Estimation/computation of different stock levels/requirements. Preparation of purchase requisitions and credit applications to suppliers. Understanding the procedure of receiving goods and their proper storage. Evaluation and recording of inventory of goods Understanding the proper handling of goods and their safety. Understanding the process of dispatching goods.	18	25
3.	Merchandise planning	Understanding of the concepts of merchandise and visual merchandising. Knowledge of different methods of internal and external display of goods and their respective appeal to customers. Knowledge of proper placement of shopping guides and signage for attracting customers' attention.	18	25
4.	Customer services	Knowledge of different types of customers. Understanding of customer needs and the factors that influence customer buying behaviour. Learning to identify potential or prospective customer. Understanding the process of establishing a bond with customers through efficient and effective interaction. Learning about communication skills necessary for optimum customer satisfaction. Knowledge about product demonstration, its	16	26

		usage, features and benefits. Learning the procedure of fulfilling customer orders.		
5.	Introduction to e-commerce	Define the concept of e-commerce and its different forms, such as – B2B, B2C, C2C, B2G e-commerce. Distinguish between e-commerce and traditional business. Comprehend the features and scope of e-commerce. Identify the advantages as well as limitations and threats involved in e-commerce. Knowledge about the resources required for successful implementation of e-commerce. Define the concepts of e-commerce & e-business; direct marketing.	10	14
6.	Sales management	Understand the meaning of cash and credit sales and the differences between them. Knowledge of the procedure of a selling transaction. Understand the importance of personalized services to customers, and choice of right product(s). Manage and resolve customer concerns and objections effectively. Comprehend the importance of bargaining and negotiation and how to employ such techniques facilitating sales. Verify and process credit applications from customers. Respond to customer inquiries via telephone and email. Ensure and confirm delivery of goods to customers. Prepare, process and sort products for marketplace. Ensure effective post-sales service support to customers.	20	25
7.	Cash management	Identify cash transactions and record them in appropriate books of accounts. Manage customer transactions - in cash, by card or by UPI. Define concepts like invoices, cash receipts, vouchers, cash memo necessary for purchase and sale. Learning the process of generating cash memo and other cash-related documents. Knowledge of processing payments as per standard procedures and organizational	16	20

		<p>guidelines.</p> <p>Understanding the process of handling returns, refunds and exchanges by customers.</p> <p>Learning to balance cash account and check daily cash balance.</p>		
8.	E-marketing and e-payment	<p>Define the concepts of e-marketing, e-banking and mobile commerce.</p> <p>Knowledge of the impact of e-commerce on market; challenges faced by e-marketing.</p> <p>Distinguish between traditional banking and e-banking.</p> <p>Knowledge of the concepts of e-payment, debit and credit cards, UPI merchant, mobile applications.</p> <p>Understanding of the requirements of e-payment systems.</p> <p>Understanding of the contents of the e-commerce website to ensure accuracy of information listed therein.</p> <p>Knowledge of the different payment methods which are available for e-commerce.</p> <p>Examine the effectiveness and safety of the different payment options provided at checkout in association with the IT personnel.</p> <p>Ensure hassle-free customer shopping experience on the e-commerce website.</p>	16	20
9.	Feedback	<p>Knowledge of the concept of feedback and its types.</p> <p>Understanding the importance of customer feedback in retail trade.</p> <p>Learning the procedure of collection of customer feedback.</p> <p>Understanding the process of identifying and resolving customer grievances.</p> <p>Learning to collect customer reviews on e-commerce website.</p>	12	16
10.	Safety and security in retailing	<p>Understanding of the health and safety protocols followed by the organization.</p> <p>Knowledge of regulatory and safety standards according to law.</p> <p>Learning the procedure to keep the store and its merchandise secure.</p> <p>Understanding the procedure to respond to safety hazards and security breaches.</p>	08	15
		TOTAL (336 Hours)	144	192

TOTAL HOURS: Theory – 144 hours, Practical – 192 hours

OUTCOMES

Outcomes to be assessed	Assessment criteria for the outcome
1. Explain different types of retail trades and retail stores.	<p>The candidate/ trainee should be able to –</p> <ul style="list-style-type: none"> 1.1 Define the concept of Retail Trade 1.2 Recognize the importance/ impact of retail trade in modern business 1.3 Distinguish between Wholesale Trade and Retail Trade 1.4 Identify the functions of a retailer 1.5 Explain different types of retail trade (itinerant retailers & fixed shop retailers; small-scale & large-scale retailers, etc.) and distinguish between them 1.6 Identify different types of retail stores
2. Perform inventory control management	<p>The candidate/ trainee should be able to –</p> <ul style="list-style-type: none"> 2.1 Define products/goods 2.2 Identify different types of products/goods (consumer and industrial goods, as well as their sub classification based on standard/grade, price, style, etc.) 2.3 Explain the concept of inventory and its various types (merchandising and manufacturing) 2.4 Estimate different stock requirements (computation of stock levels from given data – Minimum, Maximum, Reorder, Danger levels and Reorder Quantity) 2.5 Prepare purchase requisitions and credit Applications to suppliers 2.6 Demonstrate the procedure of receiving goods and their proper storage 2.7 Ensure appropriate handling of goods and their safety 2.8 Evaluate and record inventory of goods 2.9 Determine the process of dispatch of goods
3. Implement visual Merchandise plan.	<p>The candidate/ trainee should be able to –</p> <ul style="list-style-type: none"> 3.1 Define the meaning of merchandise 3.2 Understand the concept of visual merchandising 3.3 Identify different elements of visual merchandising 3.4 Explain internal and external display methods and their respective appeal to the customers 3.5 Identify and devise placement for shopping guides and signage
4. Provide customer services like interaction with customers, product information and product demonstration	<p>The candidate/ trainee should be able to –</p> <ul style="list-style-type: none"> 4.1 Explain different types of customers (new, loyal, impulse, discount, need-based, wandering) 4.2 Demonstrate identification of potential/ prospective customers (using few standard questions, e.g.) 4.3 Explore customers' needs (using few standard questions, based on the type of customer) 4.4 Explain the factors influencing customer behaviour (e.g., income level, social background, education)

	<p>Level, etc.)</p> <p>4.5 Perform efficient and effective interaction with customers</p> <p>4.6 Enrich customer satisfaction through adequate and appropriate communication</p> <p>4.7 Establish bond with customers (demonstrate successful communication with customers to create a bond)</p> <p>4.8 Provide correct and requisite information about the product(s) to the customers</p> <p>4.9 Carry out product demonstration, as and when necessary</p> <p>4.10 Fulfill customer orders</p> <p>(The entire learning outcome can be assessed through specific case studies demonstrating the procedure of approach, introduction, demonstration, communication, persuasion, and conversion)</p>
5. Provide personalized assistance to customers leading to actual sales of product	<p>The candidate/ trainee should be able to –</p> <p>5.1 Distinguish between cash and credit sales</p> <p>5.2 Explain the process of a selling transaction</p> <p>5.3 Provide personalized service to customers facilitating sales like:</p> <p>5.4 assistance for choosing right products</p> <p>5.5 Resolution of customer concerns regarding product / service</p> <p>5.6 Processing of credit applications from Customers for purchase</p> <p>5.7 Confirming successful delivery of goods to customers</p> <p>5.8 Ensuring effective post-sales service support</p> <p>5.9 Provide specialist support to convert potential/prospective buyers to end customers</p> <p>5.10 Employ bargaining and negotiation techniques efficiently</p> <p>5.11 Create a positive image of self & organization in the customers' mind to maximize sales</p> <p>5.12 Respond to customer inquiries via email and phone as and when needed</p> <p>5.13 Prepare, process, and sort products for marketplaces</p>
6. Manage cash and customer at the point of sale	<p>The candidate/ trainee should be able to –</p> <p>6.1 Explain invoices, cash receipts, vouchers and other relevant documents necessary for purchase and sale.</p> <p>6.2 Provide guidance and support to customers at point of sale regarding modes of payment</p> <p>6.3 Manage customer transactions, both in cash and by card</p> <p>6.4 Process customer transactions promptly and accurately</p> <p>6.5 Receive and process payments as per standard procedures and organizational guidelines</p> <p>6.6 Generate cash memo and other cash-related documents</p>

	6.7 Check daily cash accounts and tally cash balance 6.8 Respond timely and efficiently to routine customer billing issues
7. Identify various components of e-commerce system.	The candidate/ trainee should be able to – 7.1 Explain the concept of e-commerce 7.2 Distinguish between e-commerce and traditional business 7.3 Explain the features and scope of e-commerce 7.4 Identify the limitations and threats involved in e-commerce 7.5 Identify the resources required for successful implementation of e-commerce 7.6 Explain the concepts of direct marketing, e-banking and mobile commerce 7.7 Monitor content of the e-commerce website ensuring all product details are mentioned correctly 7.8 Demonstrate the different payment methods that are available for e-commerce 7.9 Examine the effectiveness of the different payment options provided at checkout 7.10 Ensure hassle-free customer shopping experience
8. Implement customer feedback policy of the organization	The candidate/ trainee should be able to – 8.1 Explain the meaning of customer feedback 8.2 Analyze the importance of customer feedback in retail trade 8.3 Explain the different types of customer feedback, Verbal and non-verbal 8.4 Collect feedback from customers on time 8.5 Identify customer dissatisfaction about products/services 8.6 Collect customer reviews on e-commerce website 8.7 identify and report changes required according to customer preferences and feedback
9. Maintaining safety and security	The candidate/ trainee should be able to – 9.1 Illustrate health and safety protocols followed by the business 9.2 Assist in keeping the store and the merchandise secure as per safety protocol. 9.3 Respond to unsafe and hazardous working Conditions (e.g., spillage, breakage, accidental damage, etc.) timely and effectively 9.5 Report security breach, if any, to the authorities promptly 9.6 Perform all necessary steps to ensure a safe environment by maintaining and practicing the required safety protocols in vogue