

TRADE- RETAIL (NSQF)
SESSION- 2017-18
CLASS- IX
SUBJECT- RETAILING (461)

TIME: 1 HOUR

MAX. MARKS: THEORY-30 PRACTICAL-60

<u>FIRST TERM SYLLABUS</u> (01/04/2017 TO 31/08/2017)	
<u>MONTHS</u>	<u>CONTENTS</u>
<u>APRIL 2017</u>	<u>Unit-1:Introduction</u> <ul style="list-style-type: none"> • Identifying products in retailing • Identifying elements of retailing • Identify major retailer <u>PRACTICAL</u> <ul style="list-style-type: none"> • To know about Retail Store format • To know about Retail Store working
<u>MAY 2017</u>	<u>Unit-1:Introduction</u> <ul style="list-style-type: none"> • Identify key activities in retail <u>PRACTICAL</u> <ul style="list-style-type: none"> • To work on retail product placement and display
<u>MAY TO JUNE 2017</u>	11/05/2017 – 30/06/2017 Summer Vacation
<u>JULY 2017</u>	<u>Unit-2: Consumer Behavior</u> <ul style="list-style-type: none"> • Defining Consumer behavior and its scope • Introduction to Consumer behavior <u>PRACTICAL</u> <ul style="list-style-type: none"> • To study on consumer shopping behavior <u>Unit-3: Careers in Retailing</u> <ul style="list-style-type: none"> • Entry level jobs in retail operations and customer service
<u>AUGUST 2017</u>	<u>Unit-3: Careers in Retailing</u> <ul style="list-style-type: none"> • Managerial jobs in retail operations and customer service • Jobs in merchandising • Jobs in human resource management <u>PRACTICAL</u> <ul style="list-style-type: none"> • To perform various career activities • To know about HR deptt
<u>SEPTEMBER 2017</u>	<ul style="list-style-type: none"> • 01/09/2017 – 08/09/2017 -Revision of I term Syllabus

	<ul style="list-style-type: none"> • 11/09/2017 – 26/09/2017 -Exam I term • 27/09/2017 -Discussion on Exam Q.paper • 28/09/2017 – 29/09/2017 -Autumn Break
<u>SECOND TERM SYLLABUS</u> (03/10/2017 TO 10/02/2018)	
<u>OCTOBER 2017</u>	<u>Unit-4: Products Classification</u> <ul style="list-style-type: none"> • Types of products • Types of Products-based on branding • Product Handling <u>PRACTICAL</u> <ul style="list-style-type: none"> • To perform about product handling in retail stores
<u>NOVEMBER 2017</u>	<u>Unit-5: Basic Hygiene and Safety Practices</u> <ul style="list-style-type: none"> • Maintaining hygiene in retail store • Following safe practices at retail store Relevant knowledge • Preventing and extinguishing Small fires <u>PRACTICAL</u> <ul style="list-style-type: none"> • To know about hygienic conditions • To know about fire extinguishers
<u>DECEMBER 2017</u>	<u>Unit-6: Personality Development (Communication at Workplace)</u> <ul style="list-style-type: none"> • Understanding communication cycle • Types of communication • Overcoming barriers in Communication • The Art of Communicating Effectively with Customers <u>PRACTICAL</u> <ul style="list-style-type: none"> • To know about personality and its development • To enhance communication skills • To perform self-presentations and Group Discussions
<u>DEC. to JAN. 2018</u>	<ul style="list-style-type: none"> • 28/12/2017 – 15/01/2018 Winter Break
<u>JANUARY 2018</u>	<u>Unit-7: Profile of Retail Bagger</u> <u>PRACTICAL</u> <ul style="list-style-type: none"> • To perform Retail Bagger role
<u>FEBRUARY TO MARCH 2018</u>	<ul style="list-style-type: none"> • 11/02/2018 – 18/02/2018 -Revision of II term • 19/02/2018 – 24/03/2018 -II term exam/Annual Exam • 31/03/2018 -Result Declaration