



Curriculum for “Retail Operations Management”

Junior Sales Officer (Retail)

Level-2



National Vocational & Technical
Training Commission



1. Introduction	3
Definition/ Description of the training programme for Retail Operations Management	3
Purpose of the training programme	3
Overall objectives of training programme	4
Competencies to be gained after completion of course	4
Possible available job opportunities available immediately and later in the future	4
Trainee entry level	5
Minimum qualification of trainer	5
Recommended trainer : trainee ratio	5
Medium of instruction i.e. language of instruction	5
Duration of the course (Total time, Theory & Practical time)	5
Summary – overview of the curriculum	6
1. Perform Basic Computer Applications	9
2. Develop Computer Application Skills	9
3. Apply Work Health and Safety Practices(WHS)	13
4. Perform Basic Communication Skills	20
5. Perform Stocking Operations	23
6. Attain Product Knowledge	27
7. Handle Cash Counter	30
8. Perform Sales	34
General assessment guidance for <i>Retail Operations Management-Level-2</i>	39
2. COMPLETE LIST OF TOOLS & EQUIPMENT	41
3. Credit values	43



Introduction

With the induction of global brands and outlets, Pakistan's retail sector at present witnessing a booming and impressive growth. The local retailers are expanding their boundaries to compete with their larger foreign competitors. In 2013, seven Pakistani brands were nominated for the first time for the World Retail Awards held in Paris, in which three brands were shortlisted. Many local brands have expanded and gone global by adopting fast-changing trends. With an estimated size of the retail market at around \$50 billion, the country's retail sector is growing faster than its economy. But still there is long way to go and some key initiatives by the government and entrepreneurs need to be taken to meet the future challenges confronting retailing industry in Pakistan.

Today, we find in our cities big shopping malls and hypermarkets and small and medium scale outlets which provides various categories of products under one roof. The phenomenal growth in retail sector bodes well for the country's economic health, as the sector can create enormous job opportunities and attract foreign investment into the country by alluring global brands to the local market.

Trends in the country's retail industry are quite encouraging, as far as the development of new retail formats and the establishment of large number of global chains' retail outlets across the country is concerned. The country has witnessed the mushroom growth of more and more malls, restaurants, sport complexes, multiplex cinemas, and large number of shops in big cities. Household size and income have a decisive influence over shopping decisions. Research studies show that in Pakistan's mega cities most households with larger family sizes shop at general stores, while those with smaller family sizes shop at large supermarkets. Quality shopping has led consumers towards modern retail shopping options. Most consumers seek quality products in adequate quantities under one roof. The retail stores and shopping malls have become very attractive to the consumers in Pakistan. For many Pakistanis, a visit to modern retail, hyperstore market and wholesale centers has become a pleasant family outing

Definition/ Description of the training programme for Retail Operations Management

There is an increasing demand of the Junior Sales Officer (Retail) in trading. If an individual is planning to pursue a career in Retail Operations Management, this program will be helpful in targeting various industries etc.

Purpose of the training programme

The purpose of these qualifications is to set high professional standards for retail operations job. These national qualifications will support training providers in enhancing the quality of training and assessment in Pakistan. The specific objectives of developing these qualifications are as under:

- Improve the overall quality of training delivery and setting national benchmarks for training of retail operations management in the country
- Provide flexible pathways and progressions to learners enabling them to receive relevant, up-to-date and recent skills



- Provide basic knowledge through competency-based assessment which is recognized and accepted by employers
- Establish a standardized and sustainable system of training for retail operations management in the country

Overall objectives of training programme

After completion of vocational training the graduates of the training program will have a good balance of knowledge, skills, attitude and work experiences, which are the essential elements of employability.

This course shall be facilitating the trainees to:

- Enhance their knowledge and skills to understand various aspects of the retail operations management.
- Comprehend core values essential to work effectively attain product knowledge, handle cash counter, perform sales

Competencies to be gained after completion of course

Other than understanding retail sector functions, following competency will be gained after completion of the course:

- Understand the techniques & procedures of performing stocking operation
- Able to attain product knowledge
- Understand procedures of handling cash counter
- Able to perform sales

Possible available job opportunities available immediately and later in the future

Trainee can work as the following, after completing this course:

- Junior Customer Services Representative
- Junior Sales Officer (Retail)
- Junior Floor Manager
- Junior Sales Manager



Trainee entry level

Title	Entry requirements
National Vocational Certificate level 2, in Retail Operations Management (Junior Sales Officer (Retail))	Matric

Minimum qualification of trainer

Trainer must possess a bachelor's degree and have working experience of minimum 3 years or a diploma along 5 years' experience in the field of retail operations management.

Recommended trainer: trainee ratio

The recommended ratio of Trainer: Trainee should be 1: 25

Medium of instruction i.e., language of instruction

Medium of instruction is English and Urdu



Duration of the course (Total time, Theory & Practical time)

Following is the duration of the course

Module	Theory hours	Workplace hours	Total hours	CR. HOURS
Module 1: Perform Basic Computer Application	08	32	40	4
Module 2: Develop Computer Application Skills	24	96	120	12
Module 3: Apply Work Health and Safety Practices (WHS)	08	32	40	4
Module 4: Perform Stocking Operation	16	64	80	8
Module 5: Attain Product Knowledge	16	64	80	8
Module 6: Handle Cash Counter	16	64	80	8
Module 7: Perform Sales	24	96	120	12
Module 8: Perform Basic Communication	08	32	40	4
TOTAL	120	480	600	60



Summary – overview of the curriculum for level 2

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 1: Perform Basic Computer Applications Aim: The aim of this module is to develop advanced knowledge, skills and understanding to perform basic computer applications	LU1: Create Word Documents LU2: Use internet for browsing	08	32	40
Module 2: Develop Computer Application Skills Aim: The aim of this module is to develop advanced knowledge, skills and understanding to develop computer application skills	LU1: Prepare In-page documents as per required information LU2: Prepare Spreadsheets as per required information LU3: Perform computer graphics in basic applications LU4: Create email account for communications	24	96	120



Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 3: Apply Work Health and Safety Practices (WHS) Aim: The aim of this module is to develop advanced knowledge, skills and understanding to apply work health and safety practices (WHS)	LU1: Implement safe work practices at work place LU2: Participate in hazard assessment activities a work place LU3: Follow emergency procedures at workplace LU4: Participate in OHS consultative processes	08	32	40
Module 4: Attain Product Knowledge Aim: The aim of this module is to develop advanced knowledge, skills and understanding to attain product knowledge	LU1: Identify categories in store LU2: Identifies product ranges in categories LU3: Identifies products' features & benefits LU4: Handle Product	16	64	80
Module 5: Perform Sales Aim: The aim of this module is to develop advanced knowledge, skills and understanding to perform sales	LU1: Identify Prospects/Customer LU2: Intercept Customer LU3: Provide Product Advice LU4: Perform Product Demonstration LU5: Pitch the customer LU6: Use Selling Techniques LU7: Close the sales LU8: Maintain Relationship with Customer	24	96	120



Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 6: Perform Stocking Operations Aim: The aim of this module is to develop advanced knowledge, skills and understanding to perform stocking operations	LU1: Receive stock LU2: Place stock in back store LU3: Place tags on products LU4: Place stock in shelves LU5: Prepare stock report	16	64	80
Module 7: Handle Cash Counter Aim: The aim of this module is to develop advanced knowledge, skills and understanding to handle cash counter	LU1: Operate POS System LU2: Operate credit/debit Card Machine LU3: Pack products as per SOPs LU4: Prepare sales reconciliation LU5: Perform cash management	16	64	80
Module 8: Perform Basic Communication Aim: The aim of this module is to develop advanced knowledge, skills and understanding to perform basic communication	LU1: Communicate in a Team LU2: Follow Supervisor's instructions as per organizational SOPs LU3: Develop Generic communication work skills at workplace	08	32	40



1. Perform Basic Computer Applications

Objective of the module: This module covers the knowledge and skills required to perform basic application skills. This unit describes the skills and knowledge required to use Word and email.

Duration: 40Hours

Theory: 08Hours

Practice: 32 Hours

Credit Hours: 04



Learning unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Create Word Documents	Trainee will be able to: 1. Open word processing application 2. Create a word document 3. Customize page layout with relevant name setting 4. Set up page in a word document 5. Edit word document as required 6. Use simple formatting tools when creating the document 7. Save word document to directory 8. Insert table in a word document 9. Insert appropriate images into document as necessary 10. Insert header/footer in a word document 11. Insert section break in a word document 12. Set style in word document 13. Select basic Print settings 14. Print the document	• Understanding the importance of MS Word • Knowledge of different keys for MS word • Knowledge of page setting • Explain the formatting methods • Knowledge of different troubleshooting • Knowledge of printing the document Activity: • Compose document in Word Processing and save document in ✓ One drive location ✓ Computer location	Total 25 Hours Theory: 4 Hours Practical: 21 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Computer Lab



Learning unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
		- Format and modify document by using different Editing tools - Cut/copy/paste - Undo/redo - Delete/insert ✓ Page orientation ✓ Alignments ✓ Headers/Footers ✓ Page numbering ✓ Page / Paragraph borders ✓ Page size ✓ Background color ✓ Themes/Style ✓ Page margin ✓ Table of contents ✓ References Review option			
LU2: Use Internet for Browsing	The trainee will be able to: - Use search engines to open website - Search data on different topics	Knowledge of different browsers	Total 15 Hours Theory: 4	Multimedia Videos Hand outs	Computer Lab



Learning unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	3. Refine search to increase relevance of information or content 4. Navigate a website to access the information or content required	Activity: Search different topics	Hours Practical: 11 Hours	Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	



2. Develop Computer Application Skills

Objective of the module: This unit describes the skills and knowledge required to use spreadsheet applications, prepare in page documents, Excel, Access, PowerPoint, email, and computer graphics basics.

Duration: 120Hours

Theory: 24 Hours

Practice: 96 Hours

Credit Hours: 12

Learning unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Prepare In-page documents as per required information	Trainee will be able to: 1. Set keyboard preferences according to information requirements 2. Layout Page according to information requirements 3. Toggle between Languages 4. Identify the usage of tool bar 5. Insert Columns as per requirement 6. Print the document	• Explain main parts of the In-page work area. ✓ Tools bars ✓ Column and rows ✓ Functions ✓ Merge/Unmerge cells ✓ Format ✓ Number ✓ Alignment ✓ Table ✓ Font ✓ Protection ✓ border Activity: • Practice of in-page	Total: 33Hours Theory:6 Hours Practical: 27 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Computer Lab



LU2: Prepare Spreadsheets as per required information	The trainee will be able to: 1. Create workbook according to information requirements 2. Insert sheet according to information requirements 3. Enter basic formulae / functions using cell referencing when required 4. Correct formulas when error messages occur 5. Use a range of common tools during spreadsheet development 6. Edit columns and rows within the spreadsheet Filter data 7. Save the spreadsheet to a folder on a storage device 8. Format spreadsheet using formatting features as required 9. Incorporate object and chart in spreadsheet 10. Print spreadsheet	• Explain main parts of the Excel spreadsheet work area. ✓ Tools bars ✓ Formula bar ✓ Work sheet ✓ Name box ✓ Column and rows ✓ Functions • Format cell to prepare worksheet. ✓ Merge/Unmerge cells ✓ Format ✓ Number ✓ Alignment ✓ Table ✓ Font ✓ Protection ✓ border • Explain basics of creating a formula / function in spreadsheet Activity: • Practice of different worksheet Apply formula to functional the worksheet	Total 42 Hours Theory: 9 Hours Practical: 33 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Computer Lab
LU3: Perform computer graphics in	The trainee will be able to: 1. Perform graphic	• Understanding of graphic fundamentals in basic	Total 39	Multimedia	Computer Lab



	fundamentals in basic applications 2. Draw Points and lines to make images 3. Draw Dots in space to make images 4. Draw lightening blot Shapes to make images 5. Enlarge circles and rectangles to block in forms	applications Activity: Practice of different graphic applications	Hours Theory: 6 Hours Practical: 33 Hours	Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	
LU4: Create Email account for communications	The trainee will be able to: 1. Make email account for communications 2. . Compose text of an email message according to organizational guidelines as required 3. Create an automatic signature for the user 4. Attach files to email message where required 5. Send email message 6. Reply to / forward a received message using available features 7. Save an attachment to the relevant folder 8. Save email message using available settings	• Knowledge of different email browsers Activity: Create an e mail account	Total 06 Hours Theory: 3 Hours Practical: 3 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Computer Lab



	9. Adjust email accounts to restrict and quarantine possible email security problems 10. Print email message as required				
--	--	--	--	--	--



3. Apply Work Health and Safety Practices (WHS)

Objective of the module: This module covers the knowledge and skills required to apply work health and safety practices.

Duration: 40Hours

Theory: 08 Hours

Practice: 32 Hours

Credit Hours: 4

Learning unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Implement safe work practices at work place	Trainee will be able to: 1. Implement relevant rules and procedures of WHS at work place. 2. Comply with duty of care requirements 3. Use personal protective equipment according to safe work practices 4. Contribute to WHS consultative activities 5. Raise WHS issues with relevant personnel	• Explain safe workplace practices • Understanding of WHS issues Activity: • Write report on safe work practices	Total: 08 Hours Theory:2 Hours Practical: 6 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster PPEs	Class room/field
LU2: Participate in hazard assessment activities a work place	The trainee will be able to:	• Explain main workplace hazards	Total 14 Hours	Multimedia Videos	Class room/field



	1. Identify hazards or WHS issues in the workplace to relevant personnel 2. Assess and control risks according to own level of responsibility, in line with workplace procedures 3. Report hazards or WHS issues in the workplace to relevant personnel 4. Document risk control actions as required	• Understanding about required documentation for hazards Activity: • Participate in different hazards activities	Theory: 2 Hours Practical: 12 Hours	Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster PPEs	
LU3: Follow emergency procedures at workplace	The trainee will be able to: 1. Report emergencies or incidents promptly to relevant personnel 2. Deal with emergencies in line with own level of responsibility 3. Implement evacuation procedures as required	• Knowledge of different emergency procedures • Understanding of evacuation procedure Activity: Follow different emergency procedures	Total 14 Hours Theory: 2 Hours Practical: 12 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Class room/field



				PPEs	
LU4: Participate in OHS consultative processes	The trainee will be able to: 11. Contribute to workplace meetings, inspections or other consultative activities 12. Raise OHS (Occupational Health and Safety) issues with designated persons in accordance with organizational procedures 13. Take actions to eliminate workplace hazards or to reduce risks	• Knowledge of workplace meetings rules • Understanding of OHS issues Activity: Write a report on workplace meeting	Total 04 Hours Theory: 2 Hours Practical: 2 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster PPEs	Class room/field



4. Perform Basic Communication Skills

Objective of the module: This module covers the knowledge and skills required to perform basic communication skills.

Duration:	40Hours	Theory:	08hours	Practical:	32hours
------------------	---------	----------------	---------	-------------------	---------

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Communicate in a team	Trainee will be able to: 1. Treat team members with respect 2. Maintain positive relationships to achieve common organizational goals 3. Get work related information from team 4. Identify interrelated work activities to avoid confusion 5. Adopt communication skills, which are designed in a team.	• Understanding of management • Knowledge of co-workers' ethics Activity: • Practice of Communication with co-workers/clients at workplace	Total: 11hrs Theory: 2hrs Practical: 09hrs	Consumable	Class room
				• Internet Connection • Operating System (Windows, Linux) • White board marker • Duster Non-Consumable • White Board • Multimedia • Computer system	



	6. Identify problems in communication with a team 7. Resolve Communication barrier through discussion and mutual agreement			• Printer • Scanner • Webcam (digital camera) • DVD or BLU-RAY writer • Pen-drive • External Hard disks	
LU2. Follow Supervisor's instructions as per organizational SOPs	Trainee will be able to: 1. Receive the instructions from Supervisor 2. Carry out the instructions of the supervisor 3. Report to the supervisor as per organizational SOPs	• Explain the note taking procedure • Understanding of the standard procedure to prepare the report Activity: • Prepare different office reports	Total: 11 hrs. Theory: 2hrs Practical: 9 hrs.	Consumable • Notebooks • Pencils • Erasers • Sharpeners • White board marker • Duster Non Consumable • White board • Multimedia • Computer	• Class Room



LU3. Develop Generic communication skills at workplace	Trainee will be able to: 1. Develop basic reading skills 2. Develop basic writing Skills 3. Develop basic listening skills	• Explain different types of communication <u>Activity</u> Practice of basic reading, writing and listening skills	Total: 18 hrs. Theory: 4 hrs Practical: 14hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners • White board marker • Duster Non Consumable • White board • Multimedia Computer	• Class Room
---	---	---	---	--	--



5. Perform Stocking Operations

Objective of the module: This competency standard covers the skills and knowledge required to receive stock, place stock in back store, place tags on products, place stock in shelves, and prepare stock report.

Duration: 80 Hours **Theory:** 16 Hours **Practical:** 64 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Receive stock	The trainee will be able to: 1. Maintain orderliness of receiving dock as per store policies 2. Unload the stock as per store policies 3. Verify the stock with demand/requisition 4. Check the condition/expiry dates of stock 5. Sign the delivery challan 6. Maintain vendor delivery challan record	Explain ways to maintain orderliness while receiving stock Explain importance of orderliness while receiving stock Explain procedure of receiving stock Explain documents involve in receiving stock Explain methods of verifying stocks while receiving Describe methods of maintain delivery challan records	Total 16 Hours Theory: 4 Hours Practical: 12 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Class room / workplace



LU2: Place stock in back store	The trainee will be able to: 1. Distribute the stock according to categories 2. Place the stock as per store policies 3. Maintain bin carts of store	Explain stock placement techniques Explain stock distribution techniques Explain bin cards Explain importance of bin carts Explain techniques to maintain bin carts	Total 16 Hours Theory: 3 Hours Practical: 13 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Class room / workplace
LU3: Place tags on products	The trainee will be able to: 1. Identify product's tags 2. Verify tags through barcodes 3. Place the tags 4. Place rail cards on shelves	Explain product tags Explain methods of identifying product tags Explain standard or norms of tags placement Explain rail cards Explain importance of placement of rail cards	Total 16 Hours Theory: 3 Hours Practical: 13 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book	Class room / workplace



				White board duster	
LU4: Place stock in shelves	The trainee will be able to: 1. Inspect the stock as per store policies 2. Display the products according to category 3. Apply LIFO & FIFO rule 4. Refill the stock on shelves	Explain inspection of stock Explain method of inspection of stock Explain norms & standards of displaying products Explain FIFO Explain importance & purpose of FIFO Explain LIFO Explain importance of & purpose of LIFO	Total 16 Hours Theory: 3 Hours Practical: 13 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Class room / workplace
LU5: Prepare stock report	The trainee will be able to: 1. Prepare near expiry report of store stock 2. Prepare expired product's report of store stock 3. Prepare available inventory report of store stock	Explain stock report Explain near expiry product report Describe near expiry report product format Explain expired product report Describe expired product report format Explain available inventory report Describe available inventory report format Explain slow mover items report	Total 16 Hours Theory: 3 Hours Practical: 13 Hours	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil	Class room / workplace



	4. Prepare slow mover item report as per store policies	Describe available slow mover items report format		Pen Note book White board duster	
--	---	---	--	---	--



6. Attain Product Knowledge

Objective of the module: This competency standard covers the skills and knowledge required to identify categories in store, identifies product ranges in categories, identifies features & benefits and handle products

Duration: 80 Hours **Theory:** 16 Hours **Practical:** 64 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Identify categories in store	The trainee will be able to: 1. Identify no. of category in store. 2. Identify products assortment in categories. 3. Identify locations categories & its products.	Explain retailing Explain scope of retail Explain classification of retailing formats Explain function of retailing Explain products in stores Explain categories in stores Explain products assortments in stores Explain category sections in stores Explain product sections in stores	Total 20 Theory: 4 Practical: 16	Multimedia Videos Hand outs Learner's guide White board Board markers Computer Pencil Pen Note book White board duster	Class room / workplace
LU2: Identifies product ranges in categories	The trainee will be able to:	Explain Food & Non-Food stores Explain food retail Explain products in food retail	Total 20 Theory: 4	Multimedia Videos Handouts	Class room / workplace



	1. Identify range of product with in each category. 2. Identify available product stock 3. Identify new products or category introducing in store	Explain Clothing & Textile Explain Consumable Durables Explain Footwear Explain Jewelry Explain techniques of identification of stock availability. Explain depth of product range in category Explain width of product range in category	Practical: 16	Learner's guide White board Board markers	
LU3: Identifies products' features & benefits	The trainee will be able to: 1. Identify feature of products 2. Identify benefit of products 3. Identify products' key selling points. 4. Identify value for money of products 5. Identify alternates of the products	Explain what is features of products Explain what is benefits of products Explain what is value for money of products Explain ways to identify features of products Explain ways to identify benefits of products Explain what is selling points of products Explain techniques to identify and use selling points of products Explain what are alternative products Explain what are substitute products	Total 20 Theory: 4 Practical: 16	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace
LU4: Handle Product	The trainee will be able to: 1. Identify guidelines of product handling	Explain product handling Explain product manual and its instructions Explain guidelines of presenting products	Total 20 Theory: 4	Multimedia Videos Handouts	Class room / workplace



	2. Identify guidelines of presenting product 3. Perform product handling as per SOP/Product Manuals 4. Present products as per SOP/guidelines	Explain retail norms of presenting products as per their types.	Practical: 16	Learner's guide White board Board markers	
--	---	---	--------------------------	---	--



7. Handle Cash Counter

Objective of the module: This competency standard covers the skills and knowledge required to operate POS system, operate credit/debit card machine, pack products as per SOPs, prepare sales reconciliation, and perform cash management.

Duration: 80 Hours **Theory:** 16 Hours **Practical:** 64 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Operate POS System	The trainee will be able to: 1. Set POS system as per machine manual 2. Start & Close POS terminal as per SOP 3. Verify the product bar code before scan 4. Ensure the product quantity and bill amount 5. Communicate verbally price/total/amount of bill & cash received to customer.	Explain Point of Sales (POS) system Explain essential items of POS systems Explain operations of POS system Explain POS Terminal Describe equipment of POS system Explain procedures of opening of POS terminal Describe procedures of closing of POS terminal Explain how to operate POS System Explain how to connect other equipment with POS system Explain procedures of scanning products for billing Explain bar codes Explain benefits of bar codes	Total 16 Hours Theory: 4 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace



	6. Enter debit/credit card & machine details in POS systems 7. Ensure to sign out from POS system	Explain importance of rechecking bill & quantity of bill items Describe way to communication with client while processing bills Explain importance of communication with client			
LU2: Operate credit/debit Card Machine	The trainee will be able to: 1. Set credit/debit card machine 2. Charge credit/debit card details 3. Make sure to enter exact amount 4. Get signature of customer on credit/debit card slip 5. Create a credit/debit machine settlement slip 6. Maintain record of slips	Explain Debit Card Explain Credit Card Explain Debit/Credit Card Machine Explain procedure to operate credit/debit card machine Explain key things to note while charging credit/debit card machine Explain debit/credit card settlement Explain process of printing credit/debit card machine settlement Explain importance of maintaining records of slips Explain ways to create & maintain records of debit/credit card slips.	Total 16 Hours Theory: 3 Hours Practical: 13 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace
LU3: Pack products as per SOPs	The trainee will be able to:	Explain packing techniques of products Explain procedure of removal of tags and store accessories	Total 16 Hours Theory: 3	Multimedia Videos Handouts	Class room / workplace



	1. Remove company's accessories from products 2. Segregate products according to SOPs 3. Pack the products as per SOPs 4. Maintain wrapping material or bags supplies at till	Explain how to segregate products Explain norms & standards of segregation of products Explain product packing norms & standards Explain wrapping material types & its uses	Hours Practical: 13 Hours	Learner's guide White board Board markers	
LU4: Prepare sales reconciliation	The trainee will be able to: 1. Prepare POS sales report 2. Match POS sale report with counter cash 3. Match POS sales report with credit/debit card slip 4. Records transaction errors according to store policy 5. Verify the short and excess amount	• Explain POS sales report • Explain method of making POS sales report • Explain method of ensuring POS sales report and counter cash match each other. • Explain method of ensuring POS sales report and credit/debit card slip match each other. • Explain how to record transaction errors • Describe ways to reconcile transaction errors.	Total 16 Hours Theory: 3 Hours Practical: 13 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace



	6. Deposit the amount to accounts department				
LU5: Perform cash management	The trainee will be able to: 1. Count the opening amount 2. Receive and count the cash amount according to bill 3. Check fake currency note and report as per store policy 4. Place currency note as per denominator 5. Maintain supplies of change in point of sale terminal according to store policy. 6. Handle cash according to store security procedure 7. Deposit the amount to accounts department	• Explain procedure of taking over cash counter • Describe activities to perform cash management • Explain importance of counting of opening amount in cash counter • Explain way to identify fake currency. • Explain procedure to report fake currency. • Explain ways to manage currency notes in cash till. • Explain management of cash. • Explain ways to handle cash • Explain process of filling deposit slips	Total 16 Hours Theory: 3 Hours Practical: 13 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace



8. Perform Sales

Objective of the module: This competency standard covers the skills and knowledge required to identify prospects or customers, intercept customer, provide product advice, perform product demonstration, pitch the customer, use selling techniques, close the sale, and maintain relationship with customer.

Duration: 120 Hours **Theory:** 24 Hours **Practical:** 96 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Identify Prospects/Customer	The trainee will be able to: 1. Gather data for prospecting 2. Analyse customer data	• Explain Prospecting • Explain Customer vs Consumer • Explain techniques of gathering data for prospecting • Explain analyzing techniques of customer data for prospecting	Total 15 Hours Theory: 3 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace
LU2: Intercept Customer	The trainee will be able to: 1. Greet Customer as per SOP 2. Introduce yourself as per SOP 3. Find customer approach timing 4. Use Intercepting techniques	• Explain greeting and its purpose • Explain importance of customer greetings • Explain customer greeting techniques • Explain ways of introduction to customer • Explain customer approaching timing and its importance • Explain intercepting techniques • Explain about customer buying motives • Explain ways to identify customer buying motives	Total 15 Hours Theory: 3 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace



	5. Identify customer needs or buying motives 6. Apply questioning techniques for customer buying motive identification	• Explain question techniques & its importance			
LU3: Provide Product Advice	The trainee will be able to: 1. Suggest products to customer 2. Provide product specification to customer 3. Provide product features to customer 4. Provide product alternate to customer	• Explain what product advice • Explain ways to provide product advice • Explain techniques of explaining product features & benefits to customer • Explain ways to introduce alternate to customer	Total 15 Hours Theory: 3 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace
LU4: Perform Product Demonstration	The trainee will be able to: 1. Present product as per SOP 2. Set product as per product manual	• Explain the product performance and benefits. • Explain the product structure and its uniqueness • Explain what is product manual and its benefits • Explain usage product manual. • Explain Demonstration of products & its purpose	Total 15 Hours Theory: 3 Hours Practical: 12	Multimedia Videos Handouts Learner's guide White board Board markers	Class room with multimedia aid and flip charts



	3. Demonstrate product & its feature as per SOP	Explain ways to demonstrate products and its importance	Hours		
LU5: Pitch the customer	The trainee will be able to: - Identify the potential opportunities for sales - Set the sales call objectives - Use engaging techniques - Execute sales pitch	- Explain sales pitch - Explain sales call objectives & its importance - Explain identification techniques for sales opportunities - Describe engaging techniques - Explain techniques for engaging the customer. - Explain ways for the execution of the sales pitch.	Total 15 Hours Theory: 3 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace
LU6: Use Selling Techniques	The trainee will be able to: - Perform Cross Selling - Perform Up Selling - Perform Down Selling	- Describe selling techniques - Explain cross selling techniques & Its usage - Explain up selling techniques & Its usage - Explain down selling techniques & Its usage	Total 15 Hours Theory: 3 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace
LU7: Close the sales	The trainee will be able to: Escort customer to cash counter	- Explain etiquettes of escorting customers to cash counter - Explain benefits of escorting customer to cash counter	Total 15 Hours Theory: 3	Multimedia Videos Handouts	Class room / workplace



	2. Provide information on upcoming promotion & offers 3. Motivate/Convince customer for impulse buying 4. Follow closing techniques to finalize the sale 5. Follow up from customer 6. Ask referral from customer	• Explain ways to introduce upcoming promotion and offers • Explain impulse buying • Explain techniques of motivating customer for impulse buying. • Explain closing techniques & its purpose • Explain referrals and its benefits.	Hours Practical: 12 Hours	Learner's guide White board Board markers	
LU8: Maintain Relationship with Customer	The trainee will be able to: 1. Establish rapport by finding common ground 2. Apply best-supported methods for establishing rapport with specific clients 3. Create a positive first impression and	• Explain importance of rapport. • Explain ways for creating good rapport with customer • Explain ways to find out common grounds • Explain strategies for creating good rapport. • Explain techniques for establishing positive first impression with the client. • Explain methods for communication with the client • Explain techniques for communicating and wishing client on special events.	Total 15 Hours Theory: 3 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Board markers	Class room / workplace



	establish credibility with client 4. Ask client of preferred method to communicate 5. Wish customer on seasonal/festive occasions 6. Maintain client/contact management files	• Explain client contact management & its importance. • Explain methods to manage client contact management. • Explain mode for recording data of the clients.			
--	---	--	--	--	--



General assessment guidance for *Retail Operations Management (Junior Sales Officer (Retail))*

Good practice in Pakistan makes, use of sessional and final assessments, the basis of which is described below. Good practice by vocational training providers in Pakistan, is to use a combination of these sessional and final assessments, combined to produce the final qualification result.

Sessional assessment is going on all the time. Its purpose is to provide feedback on what students are learning:

- to the student: to identify achievement and areas for further work
- To the teacher: to evaluate the effectiveness of teaching to date, and to focus future plans.

Assessors need to devise sessional assessments for both theoretical and practical work. Guidance is provided in the assessment strategy

Final assessment is the assessment, usually on completion of a course or module, which says whether or not the student has "passed". It is – or should be – undertaken with reference to all the objectives or outcomes of the course, and is usually fairly formal. Considerations of security – ensuring that the student who gets the credit is the person who did the work – assume considerable importance in final assessment.

Methods of assessment

For lessons with a high quantity of theory, written or oral tests related to learning outcomes and/ or learning content can be conducted. For workplace lessons, assessment can focus on the quality of planning the related process, the quality of executing the process, the quality of the product and/or evaluation of the process.

Methods include direct assessment, which is the most desirable form of assessment. For this method, evidence is obtained by direct observation of the student's performance.

Principles of assessment

All assessments should be valid, reliable, fair and flexible:

Fairness means that there should be no advantages or disadvantages for any assessed person. For example, it should not happen that one student gets prior information about the type of work performance that will be assessed, while another candidate does not get any prior information.

Validity means that a valid assessment assesses what it claims to assess.

Reliability means that the assessment is consistent and reproducible.

Flexibility means that the assessor has to be flexible concerning the assessment approach. For example, if there is a mishap during the assessment, the assessor should modify the arrangements to accommodate the students' needs.



Assessment strategy for Retail Operations Management (Junior Sales Officer (Retail))

This curriculum consists of 08 modules:

1. Perform Basic Computer Applications
2. Develop Computer Application Skills
3. Apply Work Health and Safety Practices (WHS)
4. Perform Basic Communication
5. Attain Product Knowledge
6. Perform Sales
7. Handle Cash Counter
8. Perform Stocking Operations

Sessional assessment

The sessional assessment shall be conducted after completion of each module in two parts: theoretical assessment and practical assessment.

Theoretical assessment for all learning modules must consist of a written paper lasting at least 30 minutes per module. This can be a combination of multiple choice and short answer questions.

For practical assessment, all procedures and methods for the modules must be assessed on a sessional basis. Guidance is provided below under Planning for assessment.

Final assessment

Final assessment shall also be in two parts: theoretical assessment and practical assessment.

For the final practical assessment, each student shall be assessed over a period of 4-5 hours session. During this period, each student must be assessed on his ability to perform a complete job for each of the remaining modules.

The assessment teams

The number of assessors must meet the needs of the students and the training provider. For example, where two assessors are conducting the assessment, there must be a maximum of five students per assessor. In this example, a group of 25 students shall therefore require assessments to be carried out over a four-day period. For a group of only 12 students, assessments would be carried out over a two-day period only.

Planning for assessment

Sessional assessment: assessors need to plan in advance how they will conduct sessional assessments for each module. The tables on the following pages are for assessors to use to insert how many hours of theoretical and practical assessment will be conducted and what the scheduled dates are.

Final assessment: Training providers need to decide ways to combine modules into a cohesive two-day final assessment program for each group of five students. Training providers must agree the dishes for practical assessments in advance.



List of Personal Protective Equipment

Sr. #	Description	Specifications	Quantity
1.	First AID Box	Standard	2
2.	Fire Extinguisher Cylinder	Co2- 5 Kg	5
3.	Fire Blanket	Standard	2
4.	Fire Bucket	Standard	2
5.	Safety Gloves	Standard	5
6.	Safety Goggles	White	5
7.	Safety Shoes	Standard	5
8.	Safety Belt	Standard	5

List of Tools & Equipment

Sr. No	Description	Quantity
1.	Computer	25
2.	Printer & Scanner	1
3.	POS system	5
4.	Credit card machine	1
5.	Bar code	5
6.	RFID remover	5
7.	UPS	5
8.	RIFD Scanner	2
9.	White board	1

List of Stationary

Sr. #	Description
1.	Handbooks / Registers
2.	Pencils/ pens
3.	Rubbers
4.	Sharpeners
5.	Paper Cutter



6.	Seizers
7.	Colors
8.	White charts
9.	Brown sheets
10.	White board markers
11.	Permanent markers
12.	File cover and files
13.	Tag cards
14.	Small Knife and blades



Credit values

The credit value of the National Certificate for Retail Operations Management is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines).

The credit values are as follows:

Competency Module	Estimate of hours	Credit Hours
1. Perform Basic Computer Application Skills	40	4
2. Develop Computer Application Skills	120	12
3. Apply Work Health and Safety Practices (WHS)	40	4
4. Perform Stocking Operations	80	8
5. Attain Product Knowledge	80	8
6. Handle Cash Counter	80	8
7. Perform Sales	120	12
8. Perform Basic Communication	40	4