

Curriculum

for

“Retail Operations Management”

Sales Officer (Retail)

Level-3



**National Vocational & Technical
Training Commission**

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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 Managements

There is an increasing demand of the 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 Provide Customer Services, Perform Retail Finance, Manage Omi-Chanel
- To work as retail operations officer

Competencies to be gained after completion of course

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

- Able to prepare Inventory Requirements & reports
- Understand process of providing Customer Services
- Understand techniques & procedures of performing retail finance
- Able to manage Omi-Chanel
- Able to Manage Staff

Possible available job opportunities available immediately and later in the future

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

- Sales officer-Retail
- Junior Operational Manger
- Retail Manager (Technical)

Trainee entry level

Title	Entry requirements
National Vocational Certificate level 3, in Retail Operations Management (Sales Officer-Retail)	National Vocational Certificate level 2 in Retail Operations Management (Junior Sales Officer-Retail)

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 instructions

Medium of instruction is English and Urdu

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

This curriculum comprises 08 modules. The recommended delivery time is 600 hours.

Delivery of the course could therefore be full time, 5 days a week. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

Module	Theory hours	Workplace hours	Total hours	CR. HOURS
Module 1: Provide Customer Services	22	78	100	10
Module 2: Prepare Inventory Requirements & reports	17	63	80	8
Module 3: Perform Retail Finance	21	99	120	12
Module 4: Manage Omi-Chanel	22	78	100	10
Module 5: Communicate at workplace	10	30	40	4
Module 6: Operate digital media technology	12	48	60	6
Module 7: Manage staff	12	48	60	6
Module 8: Develop workplace documents	4	36	40	4
TOTAL	120	480	600	60

Summary – overview of the curriculum for level 3

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 1: Provide Customer Services Aim: The aim of this module is to develop advanced knowledge, skills and understanding to provide customer services	LU1: Deliver Service to Customers LU2: Maintain Customer Data LU3: Provide after sales services LU4: Deal Customer Complaints LU5: Deal Returns & Exchange	22	78	100
Module 2: Prepare Inventory Requirements & Reports Aim: The aim of this module is to develop advanced knowledge, skills and understanding to prepare inventory requirements & reports	LU1: Prepare purchase requisition LU2: Record Inventory Data LU3: Monitor Shrinkage LU4: Perform stock taking	17	63	80
Module 3: Perform Retail Finance Aim: The aim of this module is to develop advanced knowledge, skills and understanding to perform retail finance	LU1: Process petty cash transactions LU2: Prepare banking documents LU3: Process non-cash transactions LU4: Reconcile invoices for payment to creditors LU5: Prepare invoices for debtors	21	99	120

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 4: Manage Omni Channel Aim: The aim of this module is to develop advanced knowledge, skills and understanding to manage Omni channel	LU1: Take order confirmation LU2: Pack online orders LU3: Coordinate with Delivery Partner/Team LU4: Dispatch Online Orders LU5: Manage online orders, returns & exchange LU6: Monitor Fake Orders LU7: Seek Delivery Confirmation & feedback	22	78	100
Module 5: Communicate in the Workplace Aim: The aim of this module is to develop advanced knowledge, skills and understanding to communication in the workplace	LU1: Communicate within the organization LU2: Communicate outside the organization LU3: Communicate effectively in workgroup LU4: Communicate in writing	10	30	40
Module 6: Manage Staff Aim: The aim of this module is to develop advanced knowledge, skills and understanding to manage staff	LU1: Prepare for meetings LU2: Conduct meetings LU3: Follow up meetings	12	48	60
Module 7: Develop Workplace Documents Aim: The aim of this module is to develop advanced knowledge, skills and understanding to develop workplace documents	LU1: Interpret written information LU2: Develop written materials LU3: Draft document LU4: Review document LU5: Write final document	12	48	60

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 8: Operate Digital Media Technology Aim: The aim of this module is to develop advanced knowledge, skills and understanding to Operate Digital Media Technology	LU1. Use appropriate OHS office work practices LU2. Identify and select appropriate digital media package LU3. Use digital media package LU4. Review digital media design	4	36	40

1. Provide Customer Services

Objective of the module: This competency standard covers the skills and knowledge required to delivery services to customers, maintain customer data, provide after sales services, deal customer complaints, & deal return & exchanges.

Duration: 100 Hours **Theory:** 22 Hours **Practical:** 78 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Deliver Service to Customers	The trainee will be able to: 1. Communicate with customers conducted in a professional, courteous manner, according to store policy 2. Meet customer's requests or refer to supervisor as per store policy 3. Maintain contact with customer till sales completion 4. Use verbal and non-verbal communication to develop rapport with customer	• Describe communication process • Describe verbal & non-verbal communication • Explain impact of non-verbal communication on customers • Explain techniques to communicate with customer • Define importance of store policy understanding	Total 15 Hours Theory: 3 Hours Practical: 12 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room

LU2: Maintain Customer Data	The trainee will be able to: 1. Identify customer feedback objectives 2. Design customer feedback form 3. Obtain relevant information from customer 4. Record customer feedback 5. Record customer details & information 6. Prepare Customer Directory	• Explain customer feedback & its importance • Explain importance of understanding feedback objectives • Describe feedback forms types and design. • Describe questioning techniques for collecting feedback. • Explain method of recording customer details and information. • Explain customers' feedback's importance for business. • Explain the method of gaining the information from the customer for improvement.	Total 19 Hours Theory: 4 Hours Practical: 15 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU3: Provide after sales services	The trainee will be able to: 1. Record customer's demands / complaints attentively. 2. Use simple, clear and assertive language during interaction 3. Gather information about customer's demands & need 4. Coordinate with other departments to resolve customer issues	• Explain customer complain & its types • Explain ways to interact with customer • Explain ways of recording customers complain and demands. • Describe professional ways for communicating with the customer. • Explain techniques for gathering information from customer about the demand and needs. • Explain the procedures for communicating within the	Total 19 Hours Theory: 4 Hours Practical: 15 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer	Class room

		department for customer's issues solution.		Printer Scanner	
LU4: Deal Customer Complaints	The trainee will be able to: 1. Identify customer complain type/nature by active listening & questioning 2. Identify solutions for complain as per SOP 3. Handle customer & his complain with sensitively, courteously and with discretions 4. Resolve customer complain as per SOP 5. Refer supervisor for unresolved customer dissatisfaction or complaints 6. Ensure customer satisfaction during resolution of complain 7. Record Post complain customer feedback	• Explain complaints and its types. • Explain questioning techniques to understand complain • Explain SOP and its importance for resolution of complains • Describe ways to find solution for the complaint. • Explain way to provide solution for the customer's complaint • Explain procedures for special problems for unsolved customer's complaints. • Explain ways to ensure customer satisfaction after complain resolution. • Describe post complain customer feedback recording procedures.	Total 24 Hours Theory: 6 Hours Practical: 18 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU5: Deal Returns & Exchange	The trainee will be able to: 1. Identify products condition received for return/exchange 2. Identify store policy for return/exchange	• Explain product returns & exchange • Explain importance of following rules and regulation for the product return and exchange.	Total 23Hours Theory: 4 Hours	Multimedia Videos Handouts Learner's guide White board	Class room

	3. Communicate store policy to customer 4. Handle return/exchange with sensitively, and courteously 5. Return/exchange products as per SOP	• Explain importance of store policy and its proper communication to customer. • Explain ways to identify the product condition that received for return or exchange. • Explain handling techniques of returns & exchange of products • Explain use of right communication of while handling customer.	Practical: 19 Hours	Duster White board marker Board markers Computer Printer Scanner	
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2. Prepare Inventory Requirements & Reports

Objective of the module: This competency standard covers the skills and knowledge required to prepare purchase requisition, record inventory data, monitor shrinkage, & perform stocking taking.

Duration: 80 Hours **Theory:** 17 Hours **Practical:** 63 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Prepare purchase requisition	The trainee will be able to: 1. Identify product requirement for store 2. Make purchase requisition as per store policies 3. Submit purchase requisition as per store policies 4. Follow up on purchase requisition 5. Maintain purchase requisition record	• Explain purchase requisition • Explain purchase requisition purpose & importance • Explain process of purchase requisition • Explain methods of identifying product requirement • Explain product requirement format • Explain method of maintain purchase requisition record	Total 19 Hours Theory: 4 Hours Practical: 15 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU2: Record Inventory Data	The trainee will be able to: 1. Enter the data in software as per store policies	• Explain inventory data • Explain methods of recording inventory • Explain inventory report • Explain procedure of inventory report making	Total 21 Hours Theory: 4 Hours	Multimedia Videos Handouts Learner's guide	Class room

	2. Prepare inventory report as per store polices		Practical: 17 Hours	White board Duster White board marker Board markers Computer Printer Scanner	
LU3: Monitor Shrinkage	The trainee will be able to: 1. Identify the damaged/near expiry/expired items/theft 2. Prepare shrinkage report as per store polices 3. Communicate shrinkage to management as per store polices 4. Return the damaged items to relevant supplier/vendor	• Describe shrinkage • Explain importance of monitoring shrinkage • Explain methods of monitoring shrinkage • Explain ways to identify damaged, near expire, expired & theft products • Explain shrinkage report • Describe shrinkage report format • Explain process of communicating shrinkage to management • Explain process of handling damaged products	Total 18 Hours Theory: 3 Hours Practical: 15 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room

LU4: Perform stock taking	The trainee will be able to: 1. Verify the physical and system stock as per store policies 2. Prepare stock report as per store policies 3. Record stock discrepancies store policies 4. Report stock discrepancies as per store policies 5. Submit report to the management 6. Keep the record reports 7. Stock performance monitored and fast/slow selling items identified and reported according to store policy.	• Explain Stock taking • Explain techniques of stock taking • Explain types of stock taking • Explain physical stock • Explain system stock • Explain method of prepare of stock report • Explain stock discrepancies • Explain stock discrepancies report • Explain process of stock discrepancies report • Explain stock performance • Explain method of monitoring stock performance • Explain importance of monitoring stock performance	Total 22 Hours Theory: 4 Hours Practical: 18 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
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3. Perform Retail Finance

Objective of the module: his competency standard covers the skills and knowledge required to process petty cash transactions, prepare banking documents, process non-cash transactions, reconcile invoices for payment to creditors, and prepare invoices for debtors.

Duration: 120 Hours **Theory:** 21 Hours **Practical:** 99 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Process petty cash transactions	1.Check petty cash claims for approval, accuracy and authenticity before processing. 2.Balance transactions as per store policy and procedures. 3.Note irregularities in petty cash claims 4.Resolve noted irregularities in petty cash claim from concern persons. 5.Process petty cash transactions as story polices 6.Record petty cash transactions as per store procedures	• Explain checking petty cash claims for approval, accuracy and authenticity before processing. • Describe balancing transactions as per store policy and procedures. • Describe noting irregularities in petty cash claims • Explain resolving noted irregularities in petty cash claim from concern persons. • Describe processing petty cash transactions as story polices • Explain recording petty cash transactions as per store procedures	Total 22 Hours Theory: 4 Hours Practical: 18 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room

LU2: Prepare banking documents	The trainee will be able to: 1. Balance cashbook entries with counter sales takings 2. Compile and balance deposit entries accurately as per store policies. 3. List cash and non-cash transactions on banking deposit slips in accordance with the banking institution's guidelines. 4. Process in-store credit systems as per store policy.	• Explain balancing cashbook entries with counter sales takings • Describe compiling and balance deposit entries accurately as per store policies. • Explain listing cash and non-cash transactions on banking deposit slips in accordance with the banking institution's guidelines. • Describe processing in-store credit systems as per store policy.	Total 22 Hours Theory: 4 Hours Practical: 18 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU3: Process non-cash transactions	The trainee will be able to: 1. Balance & present credit card transactions to relevant personnel for checking.	• Describe balancing & presenting credit card transactions to relevant personnel for checking. • Explain noting irregularities in non-cash transaction	Total 16 Hours Theory: 4 Hours Practical: 12	Multimedia Videos Handouts Learner's guide White board Duster	Class room

	2. Note irregularities in non-cash transaction 3. Resolve noted irregularities in non-cash transaction from relevant personnel	Explain resolving noted irregularities in non-cash transaction from relevant personnel	Hours	White board marker Board markers Computer Printer Scanner	
LU4: Reconcile invoices for payment to creditors	The trainee will be able to: 1. Identify discrepancies between invoices and delivery and delivery notes 2. Report identified discrepancies between invoices and delivery and delivery notes to relevant personnel/section. 3. Identify errors in invoice charges 4. Report identified errors in invoice charges to relevant personnel/section for correction/resolution.	- Explain identify discrepancies between invoices and delivery and delivery notes - Describe reporting identified discrepancies between invoices and delivery and delivery notes to relevant personnel/section. - Explain identifying errors in invoice charges - Explain reporting identified errors in invoice charges to relevant personnel/section for correction/resolution. - Explain rectifying discrepancies and errors from invoices. - Describe processing corrected and authorized invoices for payment as per store policy	Total 19 Hours Theory: 4 Hours Practical: 15 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room

	5. Rectify discrepancies and errors from invoices. 6. Process corrected and authorized invoices for payment as per store policy.				
LU5: Prepare invoices for debtors	The trainee will be able to: 1. Perform preparatory calculations to produce accurate customer invoices. 2. Arrange delivery challans and other documents for invoicing 3. Prepare invoices for debtors as per store policies 4. Dispatch verified documents as per store policies 5. Prepare set of verified documents for recording & auditing purposes	• Explain performing preparatory calculations to produce accurate customer invoices. • Explain arranging delivery challans and other documents for invoicing • Describe preparing invoices for debtors as per store policies • Explain dispatching verified documents as per store policies • Explain preparing set of verified documents for recording & auditing purposes	Total 20 Hours Theory: 5 Hours Practical: 15 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room

4. Manage Omni Channel

Objective of the module: This competency standard covers the skills and knowledge required to take order confirmation, pack online orders, coordinate with delivery partners/teams, dispatch online orders and manage online orders, returns and exchange, monitor fake orders, seek delivery confirmation and feedback.

Duration: 100 Hours **Theory:** 22 Hours **Practical:** 78 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Take order confirmation	The trainee will be able to: 1.Authenticate customer and order details. 2.Confirm mode of payment 3.Confirm delivery address	• Explain authenticating customer and order details. • Explain confirming mode of payment • Explain confirm delivery address	Total 12 Hours Theory: 3 Hours Practical: 9 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU2: Pack online orders	The trainee will be able to: 1. Remove unneeded tags/information from the product 2. Place warranty card or any document	• Explain removing unneeded tags/information from the product • Describe placing warranty card or any document • Explain following guidelines for packaging	Total 18 Hours Theory: 3 Hours	Multimedia Videos Handouts Learner's guide White board	Class room

	- Follow guidelines for packaging - Select packaging material as per SOP. - Pack products as per SOP - Place Marks & Labels- prepare delivery challan	- Describe selecting packaging material as per SOP. - Explain packing products as per SOP - Explain placing marks & Labels- prepare delivery challan	Practical: 15 Hours	Duster White board marker Board markers Computer Printer Scanner	
LU3: Coordinate with Delivery Partner/Team	The trainee will be able to: - Communicate delivery pickup time to dispatch team/partner - Communicate customer information/delivery location to dispatch team/partner	- Describe communicating delivery pickup time to dispatch team/partner - Describe communicating customer information/delivery location to dispatch team/partner	Total 12 Hours Theory: 3 Hours Practical: 9 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU4: Dispatch Online Orders	The trainee will be able to: - Arrange pick up from delivery services provider of order - Ensure packing & labeling on package	- Explain arranging pick up from delivery services provider of order - Describing ensure packing & labeling on package - Explain handing over package to delivery services provider	Total 15 Hours Theory: 3 Hours	Multimedia Videos Handouts Learner's guide White board	Class room

	- Handover package to delivery services provider - Take tracking no from delivery service provider	Describe taking tracking no from delivery service provider	Practical: 12 Hours	Duster White board marker Board markers Computer Printer Scanner	
LU5: Manage online orders, returns & exchange	The trainee will be able to: - Track orders delivery - Get delivery confirmation from customer - Follow company SOPs for return & exchange. - Issue return or exchange authorization tracking number for customer order returns & exchange - Follow-up customer complaints and its resolution - Follow-up delivery services provider for payments	- Explain tracking orders delivery - Describe getting delivery confirmation from customer - Explain following company SOPs for return & exchange. - Explain issuing return or exchange authorization tracking number for customer order returns & exchange - Describe following-up customer complaints and its resolution - Describe following-up delivery services provider for payments	Total 18 Hours Theory: 3 Hours Practical: 15 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU6: Monitor Fake Orders	Trainee will be able to: Identify and cross check orders fraudulently placed	Explain identifying and cross-checking orders fraudulently placed using fake customer identification and payment methods.	Total 12 Hours Theory: 3	Multimedia Videos Handouts	Class room

	using fake customer identification and payment methods. 2. Follow the guide line and engage the customer using various technique to verify customer authentications and confirm denied the order	Describe following guide line and engage the customer using various technique to verify customer authentications and confirm denied the order	Hours Practical: 9 Hours	Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	
LU7: Seek Delivery Confirmation & feedback	Trainee will be able to: 1. Confirm order is delivered in good condition and exact address. 2. Record positive/negative feedback from the customer.	- Explain confirming order is delivered in good condition and exact address. - Describe recording positive/negative feedback from the customer.	Total 13 Hours Theory: 4 Hours Practical: 9 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room

5. Communicate in the Workplace

Objective of the module: This module covers the knowledge and skills required to Communicate effectively with co-workers/clients at workplace, Establish Contact with Clients, Process information as per salon policy and use simple English to communicate with customers

Duration: 40 **Theory:** 10hours **Practical:** 30 hours
hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Communicate effectively with co-workers/clients at workplace	Trainee will be able to: 1. Communicate effectively according to the rules of the workplace/salon while interacting with team members and management. 2. Apply verbal and non-verbal communication skills effectively to convey messages clearly and respond to guests/customers and team members' queries. 3. Listen/receive and interpret information from clients / colleagues / management correctly for reporting in written or oral according to SOPs. 4. Use appropriate workplace language and related technical vocabulary. 5. Communicate information regarding the salon services.	• Explain different types of communication • Understanding of management • Knowledge of coworker's ethics Activity: • Practice of Communication with co-workers/clients at workplace	Theory:5hrs Practical:9hrs Total:14hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer system • Policies management papers • Customer records • Data sheets	Classroom/ Salon

LU2. Establish contact with clients	Trainee will be able to: 1. Maintain welcoming environment for client 2. Greet client warmly according to salon procedures. 3. Create effective service environment through verbal and non-verbal presentation according to salon policy. 4. Use questioning and active listening techniques to determine client needs 5. Confirm client's appointment where applicable. 6. Client's records retrieved and made available according to salon/store policy. 7. Provide refreshments to the client according to salon policy. 8. Notify appropriate staff member promptly for client's arrival. 9. Direct client to designated area for specific services.	• Knowledge about how to receive guest/client • Understanding of salon management • Explain effective communication skill • Knowledge about consultation form and consent form Activity: • Practice of communication how to deal with client	Theory:3hrs Practical:12hrs Total:15hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer • Consultation form • Salon management documents	Classroom/ Salon
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LU3. Process information as per salon policy	Trainee will be able to: 1. Answer telephone calls promptly according to salon procedures. 2. Use questioning and active listening technique to identify caller and accurately establish and confirm requirements. 3. Use Telephone system functions according to instructions. 4. Record messages or information and pass on promptly. 5. Take follow up action as necessary	• Explain communication skill • Understanding of salon policy • Knowledge of client guidelines • Explain record maintaining system • Knowledge of promotional cards, recommendation card and deal card <u>Activity:</u> • Practice of process information as per salon policy • Practice of simple English to communicate with customers	Theory:4hrs Practical:9hrs Total:13hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer • Consultation form • Salon management documents • Telephone • Communication guideline keys • Greeting cards • Price list • Deals card • Recommendation card • Promotional cards	Classroom/ Salon
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6. Manage Staff

Objective of the module: This competency standard covers the skills and knowledge required to maintain duty roster, allocate duties to staff, monitor, resolve staff conflict, comply with store values, handle harassment issue, align staff with store KPIs and prepare staff succession plan.

Duration: 60 Hours **Theory:** 12 Hours **Practical:** 48 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Maintain duty roster	The trainee will be able to: 1. Plan duty roster of staff as per store policies 2. Communicate duty roster to staff 3. Implement the duty roster 4. Monitor staff availability for duties	• Explain duty roster • Explain planning duty roster • Explain techniques to plan duty roster • Explain importance of monitoring staff availability.	Total 7 Hours Theory: 1 Hours Practical: 6 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU2: Allocate duties to staff	The trainee will be able to: 1. Recognize the strength of store staff 2. Align experienced staff in peak hours 3. Assign proper duty as per expertise	• Explain allocation of duties to staff • Explain ways to distribute duties among staff • Explain reasons of aligning experienced staff in peak hours	Total 7 Hours Theory: 1 Hours Practical: 6 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room

LU3: Monitor Staff	The trainee will be able to: 1. Implement staffing levels 2. Monitor physical appearance of staff in store policies 3. Prepare contingency plans to cope with staffing issues. 4. Identify staff turnover problem 5. Rectify staff turnover problem and issues 6. Monitor behavior of staff as per store policies 7. Monitor staff performance as store policies 8. Communicate to staff their performance 9. Ensure implementation of company policy	• Explain staffing levels • Explain importance of monitoring physical appearance of staff • Explain importance of contingency plan to cope staffing issues • Explain ways to make contingency plan • Explain staff turnover • Explain ways to address staff turnover • Explain reasons of staff turnover • Explain techniques to monitor staff performances • Explain ways to communicate staff performance • Explain importance of monitoring staff behavior	Total 7 Hours Theory: 1 Hours Practical: 6 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
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LU4: Resolve staff conflict	The trainee will be able to: 1. Determine cause of problem or disagreement 2. Use conflict resolution techniques 3. Prepare staff conflict report	• Describe cause of problem or disagreement • Explain conflict resolution techniques • Explain staff conflict report	Total 8 Hours Theory: 2 Hours Practical: 6 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU5: Comply with store values	The trainee will be able to: 1. Communicate store values to staff 2. Ensure employee comply company values 3. Perform town hall session on company values 4. Conduct employee assessment on company values	• Explain importance of communicating store values to staff • Describe ways to ensuring employee comply company values • Explain town hall session • Explain conduct employee assessment on company values • Explain techniques of conduct employee assessment on company values	Total 5 Hours Theory: 2 Hours Practical: 3 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU6: Handle Harassment issues	The trainee will be able to: 1. Analyze harassment issue 2. Determine cause of problem 3. Resolve harassment issues as per store policies	• Explain harassment issues • Describe possible causes of problem and harassment issues • Describe techniques to resolve harassment issues • Explain ways to communicate decision on harassment issues	Total 8 Hours Theory: 2 Hours Practical: 6 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer	Class room

	4. Communicate the decision as per store policies			Printer Scanner	
LU7: Perform Time Management	The trainee will be able to: 1. Prioritize the important task 2. Create check list of routine tasks 3. Follow the check list	• Explain importance of prioritizing the important task • Explain methods of creating check list of routine tasks	Total 7 Hours Theory: 1 Hours Practical: 6 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU8: Align staff with Store KPIs	The trainee will be able to: 1. Communicate the KPIs to the staff 2. Monitor KPIs of staffs	• Explain KPIs • Explain staff KPIs • Explain communicating methods to staff about KPIs • Explain monitoring techniques of staff KPIs	Total 4 Hours Theory: 1 Hours Practical: 3 Hours	Multimedia Videos Handouts Learner's guide White board Duster White board marker Board markers Computer Printer Scanner	Class room
LU9: Prepare staff succession plan	The Trainee will be able to: 1. Identify staff personality traits 2. Recognize strength of staff	• Explain personality traits • Explain types of personalities • Explain types of personality traits • Explain ways to Identify staff personality traits	Total 7 Hours Theory: 1 Hours Practical: 6	Multimedia Videos Handouts Learner's guide White board Duster White board marker	Class room

	3. Recognize weakness of staff 4. Identify future staff requirement 5. Prepare pool staff	• Explain methods of recognizing strength of staff • Explain ways to recognize weakness of staff • Explain techniques of identifying future staff requirement • Describe importance of identification future staff requirement • Explain pool of staff • Explain ways to prepare pool staff	Hours	Board markers Computer Printer Scanner	
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7. Develop workplace Documents

Objective: After the completion of this competency standard, the Trainee will be able to develop workplace documents.

Duration: 40 Hours

Theory: 4 Hours

Practice: 36Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Interpret written information	Trainee will be able to: 1. Read workplace materials to identify the subject and key information for using or reporting to others. 2. Read procedural manuals and codes of practice to locate specific information to carry out work functions in accordance with policy and standards. 3. Read a range of written materials to locate and select required information for summaries, short reports and response to requests. 4. Identify the cultural context and prior knowledge required to interpret workplace information and obtain assistance when required. 5. Determine candidate and purpose for the document 6. Seek assistance with interpretation of complex materials in accordance with organizational procedures.	• Reading and writing procedures at a level to cope with a range of workplace materials	Total 6.2 Hours Theory: 1/2 Hours Practical: 6 Hours	• Multimedia • Videos • Handouts • Learner's guide • White board • Duster • White board marker • Board markers • Computer • Printer • Scanner	Class room

LU2. Develop Written Materials	Trainee will be able to: 1. Identify and comply with established requirements for a range of written materials 2. Determine format and structure 3. Identify organizational requirements 4. P4. Establish method of communication 5. Develop introductory guide for incumbents	• Integration of information from a number of sources in order to generate meaning • Ways to write and sequence paragraphs according to the required purpose of written material • Outline the linking ideas in written material through selection and use of words, grammatical structures, headings and punctuation appropriate to the purpose	Total 10 Hours Theory: 1 Hours Practical: 9 Hours	• Internet • MS Office • Smartphone • Laptop / Computer • Smartphone • Printer • White board • Projector screen • Multimedia	Class Room
LU3. Draft Document	Trainee will be able to: 1. Develop draft document to communicate key points 2. Obtain and include any required additional information	• Spelling, punctuation and grammar for workplace documents at an experienced level • Response to diversity, including gender and disability • Implementation of ergonomic requirements for office work • Environmental policies such as those relating to paper use/wastage/recycling • Preparation of general information and papers	Total 10 Hours Theory: 1 Hours Practical: 9 Hours	• Internet • MS Office • Smartphone • Laptop / Computer • Smartphone • Printer • White board • Projector screen • Multimedia	Class Room

		according to target audience			
LU4. Review Document	Trainee will be able to: 1. Check draft for suitability of tone for audience, purpose, format and communication style 2. Check draft for readability, grammar, spelling, sentence and paragraph construction and correct any inaccuracies or gaps in content. 3. Check draft for sequencing and structure 4. Check draft to ensure it meets organizational requirements 5. Ensure draft is proofread, where appropriate, by supervisor or colleague	• Problem solving skills to determine document design and production processes • Usage of resources to assist in document production, such as dictionary, thesaurus, templates, style sheets	Total 6.5 Hours Theory: 1/2 Hours Practical: 6 Hours	• Internet • MS Office • Smartphone • Laptop / Computer • Smartphone • Printer • White board • Projector screen • Multimedia	Class Room
LU5. Write final document	Trainee will be able to: 1. P1. Make and proofread necessary changes 2. P2. Ensure document is sent to intended recipient within required time frames 3. P3. File copy of document in accordance with organizational policies and procedures	• Ways to produce business letters, memos, job applications, resumes, meeting agendas and minutes • Ways to handle courier/postal services	Total 7 Hours Theory: 1 Hours Practical: 6 Hours	• Internet • MS Office • Smartphone • Laptop / Computer • Smartphone • Printer • White board • Projector screen • Multimedia	Class Room

8. Operate Digital Media Technology

Objective: This unit describes the performance outcomes, skills and knowledge required to identify, select and use a digital media package and supporting technologies.

Duration: 60 Hours

Theory: 12 Hours

Practice: 48 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Use appropriate OHS office work practices	Trainee will be able to: 1. Use safe work practices to ensure ergonomic, work organization, energy and resource conservation requirements are addressed 2. Use wrist rests and document holders where appropriate 3. Use monitors anti-glare and radiation reduction screens where appropriate	• Outline organizational systems and procedures that relate to sustainability	Theory- 3Hrs Practical- 12Hrs Total- 15 Hrs	• Internet • Laptop / Computer • Smartphone • Printer • White board • Multimedia	Class room /Computer Lab
LU2. Identify and select appropriate digital media package	Trainee will be able to: 1. Identify the basic requirements of a design brief, including user environment 2. Research and review suitable available digital media packages	• Basic principles of visual design • Functions and features of digital media packages and technologies	Theory- 3Hrs Practical- 12Hrs Total- 15 Hrs	• Internet • Laptop / Computer • Smartphone • Printer • White board • Multimedia	Class room /Computer Lab

	3. Select an appropriate digital media package to meet design brief requirements				
LU3. Use digital media package	Trainee will be able to: 1. Procure or create suitable data to meet requirements of the brief 2. Manipulate data using digital media package tools 3. Ensure naming and storing of documents in appropriate file format in directories or folders	• Graphic design and stylistic language conventions • OHS principles and responsibilities for ergonomics, such as work periods and breaks	Theory- 3Hrs Practical- 12Hrs Total- 15 Hrs	• Internet • Laptop / Computer • Smartphone • Printer • White board • Multimedia	Class room /Computer Lab
LU4. Review digital media design	Trainee will be able to: 1. Evaluate design for creative, dramatic and technical quality, file size, and suitability to meet the brief 2. Test and run any incorporated graphics, video or sound as part of a digital media presentation and present designs in the appropriate format 3. Review final product against design brief	• Principles of digital imaging and file formats, video and sound file formats, file management and transfer systems • Vendor product directions in digital media hardware and software • Visualization and interpreting creative information, scripts (text) and images	Theory- 3Hrs Practical- 12Hrs Total- 15 Hrs	• Internet • Laptop / Computer • Smartphone • Printer • White board • Multimedia	Class room /Computer Lab

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

This curriculum consists of 8 modules:

1. Provide Customer Services
2. Prepare Inventory Requirements & reports
3. Perform Retail Finance
4. Manage Omi-Chanel
5. Communicate at Workplace
6. Operate Digital media Technology
7. Manage Staff
8. Develop Workplace Documents

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 team

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 10 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.

COMPLETE LIST OF TOOLS & EQUIPMENT

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

List of Personal Protective Equipment

List of Tools & Equipment

Sr. No	Description	Quantity
1.	Computer	26
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
15.	Duster

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. Provide Customer Services	100	10
2. Prepare Inventory Requirements & reports	80	8
3. Perform Retail Finance	120	12
4. Manage Omi-Chanel	100	10
5. Communicate at workplace	40	4
6. Operate digital media technology	60	6
7. Manage staff	60	6
8. Develop workplace documents	40	4