



Ref: NSDC/QA&Std/1.1/"Partner Name"/.....(job code)

**(PROGRAMME TITLE)**

**SYLLABUS/ CURRICULUM**

This programme is aimed at training candidates for the job of "....." (mention job roles), in the "....." Sector/ industry (mention name of sector/industry) and by the end of the program aims at building the following key competencies amongst the learner:

1.	2.
3.	4.
5.	6.

S.No.	Topic/ Module	Duration (hrs/weeks/months)	Key Learning Outcomes
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Total Programme Duration: \_\_\_\_\_(hours/weeks/months/years)

*(This syllabus/ curriculum has been approved by \_\_\_\_\_(name of relevant Sector Skill Council or NSDC designated authority).*





**SAMPLE**

Disclaimer: The example given below is purely illustrative and has been provided as a reference to assist with the drafting of the document as per the template and the style of language. The contents given below may not strictly, in all senses, reflect a typical curriculum for the course under reference.

**Ref:NSDC/QA&Std/1.1/"IGT"/A.1**

**(Retail Selling Skills)**  
**Syllabus/ Curriculum**

This program is aimed at training candidates for the job of a “Salesperson”, in the “Retail” industry and aims at building the following key competencies amongst the learner.

1.Recognition of various products & categories of products available in a Retail store.	2.High end, customer oriented, product selling skills.
3.Basic computer skills	4.Basic communication skills
5.Operation of POS equipment	6.Basic Accounting skills

S.No.	Topic/ Module	Duration (hrs/weeks /months)	Key Learning Outcomes (could be more than one)
1.	Orientation to Retail	10 hrs	<ul style="list-style-type: none"><li>• Familiarity with the day to day activities of a salesperson in a store.</li></ul>
2.	Orientation to Products	10 hrs	<ul style="list-style-type: none"><li>• Familiarity with various products &amp; categories of products available in a typical Retail outlet.</li></ul>
3.	Safety Practices in the Work Enviroment	15 hrs	<ul style="list-style-type: none"><li>• Familiarity with fire safety, evacuation, first aid, food safety and other emergency handling situations.</li></ul>
4.	Communication & Personality	30 hrs	<ul style="list-style-type: none"><li>• Basic communication skills</li><li>• Grooming</li><li>• Responding to customer queries effectively</li></ul>
5.	Merchandizing	25 hrs	<ul style="list-style-type: none"><li>• Ability to identify different kinds of visual merchandizing</li><li>• Ability to organize and present merchandize in a logical/ visually appealing manner</li></ul>
6.	Customer Relationship Building	25 hrs	<ul style="list-style-type: none"><li>• Identification of customer need</li><li>• Rapport building</li><li>• Long term relationship building</li></ul>





## Annexure 1

7.	Selling Skills	30 hrs	<ul style="list-style-type: none"><li>• Need base selling</li><li>• Push vs pull tactics</li></ul>
8.	Basics of Computer.	15 hrs	<ul style="list-style-type: none"><li>• Use of basic computer software – MS Office, Email, Tally etc.</li></ul>
9.	Basic Accounting	15 hrs	<ul style="list-style-type: none"><li>• Basic book-keeping principles</li><li>• Dealing with cash/non cash transactions</li></ul>
10.	Point of Sale Handling	15 hrs	<ul style="list-style-type: none"><li>• Use of POS terminals</li><li>• Familiarization with Credit cards</li><li>• Redemption of coupons/vouchers</li></ul>

Total Programme Duration: \_\_\_\_\_ 180 hrs/ 6 weeks

