

Curriculum of Skill Component of Bachelor of Vocation (B.Voc.) in Retail Management

The Skill Component shall include a mix of Theory, Practical and Internship.

The new Job roles in alignment to NSQF are enlisted below:

Semester	NSQF Level	Job Role (Qualification Pack)	Training Hours
I	4	Team Leader (RAS/Q0105 V 2.0)	585
II	4.5	Visual Merchandiser RAS/Q0402 V 3.0	585
III & IV	5	Departmental Manager (RAS/Q0106 V 2.0) (From Session 2025-26)	1170
	6	Business Leader/ Multi-Outlet Retailer (RAS/Q0203 V 2.0) (For Session 2024-25)	1170
V & VI	7 For 2024-25 5.5 for 2025-26	Store Manager (RAS/Q0107 V 2.0)	1245

SEMESTER I - Team Leader (NSQF Level 4)

Semester	Paper	Code No.	Subject	GC/ SC	Credit	Total Hours
One	General Paper-01	RA111	<u>Business Communication and Personality Development-I.</u> Business Communication. Personality Development.	GC	06	90
	General Paper-02	RA112	<u>Fundamentals in Accounting and Technology (Computer Skills)-I.</u> Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).	GC	06	90
	General Component Total					12

Skill Paper-01	RA121	Product Display, Visual Merchandising and Health & Safety 1. RAS/N0146 Organize the display of products at the store 2. RAS/N0139 Plan visual merchandising 3. RAS/N0122 Help maintain health and safety	SC Practical Retail Lab	02 01	Th 30 Pr 30
	RA122	Work Management and effective Communication 4. RAS/N0131 Allocate and check work in your team 5. RAS/N0137 Work effectively in a Retail team 6. RAS/N0138 Work effectively in an organisation 7. RAS/N0145 Communicate effectively with stakeholders	SC	04	Th 60
	RA123	Customer Service and Sales 8. RAS/N0140 Establish and satisfy customer needs 9. RAS/N0148 Maintain the availability of goods for sale to customers 10. RAS/N0150 Monitor and solve customer service problems 11. RAS/N0147 Process the sale of products	SC Practical Retail Lab	03 01	Th 45 Pr 30
Internship Project			SC	07	210
Skill Component Total				18	405
SEMESTER - I TOTAL				30	585

SEMESTER II - Visual Merchandiser (NSQF Level 4.5)

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Two	General Paper-1	RA211	<u>Business Communication and Personality Development-II.</u> Business Communication. Personality Development.	GC	06	90
	General Paper-2	RA212	<u>Fundamentals in Accounting and Technology (Computer Skills)-II.</u> Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).	GC	06	90

			General Component Total	12	180
Skill Paper-1	RA221	<u>Retail Store Operations</u> 1. RAS/N0401: Enhance store visibility by implementing attractive visual displays to support store profitability 2. RAS/N0402: Comply to store policies, merchandising norms and statutory regulations while executing themes and plots	SC	03	Th 45
			SC Practical Retail Lab	01	Pr 30
Skill Paper-2	RA222	<u>Visual merchandising Elements, Impact, Learning and Plans.</u> 3. RAS/N0403: Collect and analyze data to track the visual impact of promotions and events 4. RAS/N0404: Maintain visual merchandising elements in the store as per brand and store guidelines 5. RAS/N0405: Update self on industry trends and best practices through continuous learning and innovation 6. RAS/N0406: Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans	SC	04	Th 60
			SC Practical Retail Lab	01	Pr 30
Skill Paper-3	RA223	7. Employability skills DGT/VSQ/N0102: Employability skills	SC	02	Th 30
		Internship Project	SC	07	210
Skill Component Total				18	405
SEMESTER - II TOTAL				30	585

SEMESTER - III Departmental Manager (NSQF Level 5)

(From Session 2025-26)

Semester	Paper	Code No.	Subject	GC /SC	Credit	Total Hours	
Three Departmental Manager	General Paper-1	RA311	<u>Communicative English</u>	GC	06	90	
	General Paper-2	RA312	Stores Operation & Supply Chain Management	GC	06	90	
	General Component Total					12	180
	Skill Paper-1	RA323	<u>Retail Store Operations and Profitability Management.</u> - Plan visual merchandise. -Monitor and manage store performance. -Manage a Budget.	SC	05	Th 75	
						02	60
Skill Paper-2	RA322	<u>Customer Experience Management.</u> -Establish and Satisfy customer needs -Communicate effectively with stakeholders. -Develop Individual retail service opportunities.	SC	05	Pr 75		
			Internship Project	SC	04	120	
			Skill Component Total		16	330	
			SEMESTER - III TOTAL		28	510	

SEMESTER - IV Departmental Manager (NSQF Level 5)

(From Session 2025-26)

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Four Departmental Manager	General Paper-1	RA411	Environmental Science	GC	06	90
	General Paper-2	RA412	Human Resource Management	GC	06	90
	General Component Total					12

	Skill Paper-2	RA322	<u>Legal Aspects and Team Dynamics.</u> 4. RAS/N0209: Implement legal compliances, policies and procedures 5. RAS/N0221: Manage team through demonstration of leadership skills 6. RAS/N0217: Update self and team on products/ services being offered by the business	SC	05	Th 75	
			Internship Project	SC	06	180	
	Skill Component Total					18	390
	SEMESTER - III TOTAL					30	570

SEMESTER IV - Business Leader/ Multi-Outlet Retailer (NSQF Level 6)
(For Session 2024-25 ONLY)

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours	
Four	General Paper-1	RA411	Environmental Science	GC	06	90	
	General Paper-2	RA412	Human Resource Management	GC	06	90	
	General Component Total					12	180
	Skill Paper-1	RA421	<u>Managing Inventory and Marketing.</u> 1. RAS/N0211: Manage inventory and sales 2. RAS/N0218: Drive operational excellence 3. RAS/N0219: Drive marketing activities and plan promotion strategies	SC	04	Th 60	
				Practical Retail Lab	02	Pr 60	
	Skill Paper-2	RA422	<u>Relationship with Vendors & Manpower planning.</u> 4. RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales 5. RAS/N0220: Perform manpower planning activity and impart training to staff	SC	04	Th 60	

			Internship Project	SC	8	240
				Skill Component Total	18	420
				SEMESTER - IV TOTAL	30	600
				2ND YEAR TOTAL	60	1170

SEMESTER V - Store Manager
(NSQF Level 7 For 2024-25 and Level 5.5 from 2025-26)


Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours	
Five	General Paper-1	RA511	Marketing Management	GC	06	90	
	General Paper-2	RA512	Business Statistics	GC	06	90	
	General Component Total					12	180
	Skill Paper-1	RA521	<u>Retail Store Operations and Sales.</u> 1. RAS/N0152- Optimize inventory to ensure maximum availability of stocks and minimized losses 2. RAS/N0153- Implement standard operating procedures, processes and policies of the store while ensuring timely and accurate reporting 3. RAS/N0154- Manage sales and service delivery to increase store profitability	SC Th	04	Th 60	
				Pr	02	Pr 60	
	Skill Paper-2	RA522	<u>Process compliance, safety and security.</u> 4. RAS/N0155- Check and confirm adherence to visual merchandising plans 5. RAS/N0156- Manage overall safety, security and hygiene of the store	SC	04	Th 60	
			Internship Project	SC	08	240	
	Skill Component Total					18	420
SEMESTER - V TOTAL					30	600	

SEMESTER VI - Store Manager
(NSQF Level 7 For 2024-25 and Level 5.5 from 2025-26)

Semester	Paper	Code No.	Subject	GC/S C	Credit	Total Hours	
Six	General Paper-1	RA611	<u>Ethics and Corporate Social Responsibility.</u>	GC	06	90	
	General Paper-2	RA612	<u>Retail Environment</u>	GC	06	90	
	General Component Total					12	180
	Skill Paper-1	RA524	<u>Store Management & market study.</u> 1. RAS/N0157- Implement promotions and special events at the store 2. RAS/N0158- Lead and manage the team for developing store capability 3. RAS/N0159- Conduct price benchmarking and market study of competition	SC Th. Pr.	05 02	Th 75 Pr 60	
			Internship Project	SC	11	330	
Skill Component Total					18	465	
SEMESTER - VI TOTAL					30	645	
3RDYEAR TOTAL					60	1245	

Note : In Skill Component the aggregate minimum of 45% marks are required to pass NSQF Level 4 and 5 and 50% marks for Level 6 and 7 respectively.

For detailed QP wise curriculum please download from the websites : <https://rasci.in/National-Occupational-Standards.php>


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