



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: RSA6021

Course Title: Retail Sales Associate –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

To promote continuous improvement in service (Duration: 9 Hours)

- Gather feedback from customers that will help identify opportunities for customer service improvement.
- Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.
- Discuss with others the potential effects of any proposed changes for customers and the organisation.
- Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change
- Organise the implementation of authorised changes.
- Implement the changes following organisational guidelines.
- Inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.
- Monitor early reactions to changes and make appropriate fine-tuning adjustments.
- Collect and record feedback on the effects of changes.
- Analyse and interpret feedback and share the findings on the effects of changes with others. • Summarise the advantages and disadvantages of the changes.
- Use your analysis and interpretation of changes to identify opportunities for further improvement.
- Present these opportunities to somebody with sufficient authority to make them happen.

To work effectively in a retail team (Duration: 7 Hours)

- Display courteous and helpful behaviour at all times.
- Take opportunities to enhance the level of assistance offered to colleagues.



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- Meet all reasonable requests for assistance within acceptable workplace timeframes.
- Complete allocated tasks as required.
- Seek assistance when difficulties arise.
- Use questioning techniques to clarify instructions or responsibilities.
- Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.
- Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.
- Follow personal hygiene procedures according to organisational policy and relevant legislation.
- Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.
- Interpret, confirm and act on legal requirements in regard to antidiscrimination, sexual harassment and bullying.
- Ask questions to seek and clarify workplace information.
- Plan and organise daily work routine within the scope of the job role.
- Prioritise and complete tasks according to required timeframes.
- Identify work and personal priorities and achieve a balance between competing priorities.

To work effectively in your organisation (Duration: 7 Hours)

- Share work fairly with colleagues, taking account of own and others' preferences, skills and time available.
- Make realistic commitments to colleagues and do what has been promised.
- Let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.



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- Encourage and support colleagues when working conditions are difficult.
- Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.
- Follow the company's health and safety procedures while working
- Discuss and agree with the right people goals that are relevant, realistic and clear.
- Identify the knowledge and skills needed to achieve his/her goals.
- Agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.
- Regularly check his/her progress and, when necessary, change the way of working.
- Ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance.
- Encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.
- Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.
- Give clear, accurate and relevant information and advice relating to tasks and procedures.
- Explain and demonstrate procedures clearly, accurately and in a logical sequence.
- Encourage colleagues to ask questions if they don't understand the information and advice given to them.
- Give colleagues opportunities to practice new skills, and give constructive feedback.
- Check that health, safety and security are not compromised when helping others to learn.



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Employability & Entrepreneurship (Duration: 37 Hours)

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs.

Reference Books on Retail Sales Associate

- 1) Retail Management - Charulata Publications
- 2) Retail Management - Gullybaba Publishing House Pvt. Ltd.
- 3) Retail Sales Associate - National Council of Educational Research and Training
- 4) Your Future is Retail - ICA Retail