



Model Curriculum

QP Name: Sports Store Sales Executive

QP Code: SPF/Q9101

QP Version: 1.0

NSQF Level: 4

Model Curriculum Version: 1.0

Sports, Physical Education, Fitness and Leisure Sector Skill Council
207, DLF Tower, Galleria Mall, Mayur Vihar Extension, Delhi

Table of Contents

Program Overview	4
Training Outcomes	4
Compulsory Modules	4
Module 1: Introduction to the job role of sports store sales executive	6
<i>Bridge Module</i>	6
Module 2: Conduct pre-sales activities at a sports store	7
Module 3: Attend to customers and assist in buying	8
Module 4: Carry out post sale engagements	10
Module 5: Maintain safety, hygiene and sanitation at retail store	11
Module 6: Build an environmental friendly workplace	12
Module 7: Employability Skills	13
On-the-Job Training	14
Annexure	15
Trainer Requirements	15
Assessor Requirements	16
Assessment Strategy	17
References	19
Glossary	19
Acronyms and Abbreviations	20

Training Parameters

Sector	Sports
Sub-Sector	Sports Retail Management
Occupation	Sports Retail
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2434.0202
Minimum Educational Qualification and Experience	12th Class with 1 Year of relevant experience OR 10th Class with 2 Years of relevant experience OR 10th grade pass with two years of any combination of NTC/NAC/CITS or equivalent OR Certificate-NSQF (Level 3- Sports Store Sales Associate with 3 Years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 years
Last Reviewed On	31/08/2023
Next Review Date	31/08/2026
NSQC Approval Date	31/08/2023
QP Version	1.0
Model Curriculum Creation Date	31/08/2023
Model Curriculum Valid Up to Date	31/08/2026
Model Curriculum Version	1.0
Minimum Duration of the Course	450 Hours
Maximum Duration of the Course	450 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Prepare for store setup and visual merchandising
- Analyze own sales target
- Prepare for sales pitch
- Engage customers and perform sales
- Carry out order processing
- Carry out customer follow up and other activities
- Follow safety protocols for injury prevention and medical emergency.

Compulsory Modules

The table lists the modules, their duration, and mode of delivery.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
SPF/N9101: Prepare for sales at sports store NOS Version No. 1.0 NSQF Level 4	15:00	15:00	00:00	00:00	30:00
Bridge Module Module 1: Introduction to the job role of sports store sales executive	05:00	00:00	00:00	00:00	05:00
Module 2: Conduct pre-sales activities at a sports store	10:00	15:00	00:00	00:00	25:00
SPF/N19102: Conduct sales at the sports store NOS Version No. 1.0 NSQF Level 4	30:00	60:00	60:00	00:00	150:00
Module 3: Attend to customers and assist in buying	30:00	60:00	60:00	00:00	150:00
SPF/N19103: Perform post-sales activities NOS Version No. 1.0 NSQF Level 4	30:00	120:00	30:00	00:00	180:00
Module 4: Carry out post sales engagements	15:00	60:00	15:00	00:00	90:00
Module 5: Maintain safety, hygiene and sanitation at retail store	15:00	60:00	15:00	00:00	90:00

SPF/N1169: Improve workplace resource usage NOS Version No. 1.0 NSQF Level 3	15:00	15:00	00:00	00:00	30:00
Module 6: Build an environmental friendly workplace	15:00	15:00	00:00	00:00	30:00
DGT/VSQ/N0102: Employability skills (60 Hours) NOS Version No-1.0 NSQF Level 4	30:00	30:00	00:00	00:00	60:00
Module 7: Employability skills	30:00	30:00	00:00	00:00	60:00
Total Duration	120:00	240:00	90:00	00:00	450:00

Module Details

Module 1: Introduction to the job role of sports store sales executive

Bridge Module

Mapped to SPF/N9101, v1.0

Terminal Outcomes:

- Describe the job role of sports store sales executive
- Discuss the career opportunities in sports retail business

Duration: 05:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • State the role and responsibilities of sports store sales executive • List the career opportunities in sports retail business • Describe the career progression chart of a sports store sales executive 	
Classroom Aids:	
Laptop, whiteboard, marker, projector, chart paper, clipboards	
Tools, Equipment, and Other Requirements	
NA	

Module 2: Conduct pre-sales activities at a sports store

Mapped to SPF/N9101, v1.0

Terminal Outcomes:

- Prepare store for the sale of sports products
- Identify sports products specifications, usage, prices, etc.
- Prepare for store setup and visual merchandising

<i>Duration: 10:00</i>	<i>Duration: 15:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the types of sports products sold in a retail store. • Discuss the importance of gathering information on new product releases and specifications. • Discuss how to collaborate with colleagues to share insights and recommendations • Discuss the significance of customer reviews and feedback • Explain the ways to set up visually attractive product display at the store • Define sales target • Differentiate between upselling and cross-selling 	<ul style="list-style-type: none"> • Demonstrate how to arrange sports products in an attractive and logical manner • Categorize products as per feature, trends, etc. • Update inventory checklist • Segregate clearance products and new arrivals • Assign information displays to product categories • Role-play with colleagues to fine-tune the sales pitch and receive feedback on presentation skills • Calculate individual and overall sales target • prepare a list of common customer questions and prepare responses
Classroom Aids:	
Laptop, whiteboard, marker, projector, chart paper, clipboards	
Too, Equipment and Other Requirements	
Dummy sports products, display racks, shelves, board with product categories, offers, barcode, price tags, mannequins, Hangers, shopping bag, basket, cart, feedback sheet, calculator, printer, printed receipts, first aid kit	

Module 3: Attend to customers and assist in buying

Mapped to SPF/N9102, v1.0

Terminal Outcomes:

- Guide customers in identifying the product categories
- Assist customer with selection and specification of products

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the important things that a sales person should do when customer enters the store. • Discuss why is it important to understand the customer need and budget. • Discuss the importance of explaining customers on offers and promotions • Discuss the ways to positively influence customer buying a specific product. • Discuss how to identify customers who are losing interest. • Discuss the strategies to be used to clear the old stock product • Describe the benefits of loyalty programs • Explain the types limitations in product trials • Recall the factors to be considered while preparing for a safe and effective yoga sessions. • Explain the labels on the yoga props and equipment. • Discuss the ways to maintain personal hygiene • Recall the importance of hygiene and sanitation regulatory at the store • Identify the sanitizing agents which are safe for products for sale • Identify the sanitizing agents safe for the exposure to the customer and self • Discuss ways to promote a safe and interactive environment at the store • Discuss the common types of health issue, injuries that might occur to the customers • Explain the factors that lead to injuries or medical emergency at the the store • Explain the steps to be followed during medical emergencies. • List the mandatory safety equipment required to be maintained and stationed at the store • Discuss inappropriate behaviour and sexual harassment at workplace. • Explain the significance and the process of reporting appropriate behaviour and sexual harassment at workplace 	<ul style="list-style-type: none"> • Demonstrate the best way to greet customers when they enter the store – body language, expression, etc. • Demonstrate ways to understand customer need, preference and budget. • Differentiate between offers and promotions • Role-play how to upsell and cross sell • Demonstrate ways to engage an uninterested customer. • Operate point of sale (POS) system • Demonstrate how to process payments • Update sales registry • Demonstrate how to treat customers who suffer fatigue, dehydration, lack of breathing, stroke, etc. • Prepare a sample report on maintenance of safety at the sports store. • Demonstrate hygiene and sanitation checks of work area and equipment at the store • Demonstrate ways to sanitize products after they have tried by the customer. • Draft a sample report for advanced hygiene and sanitation issues to appropriate authority. • Demonstrate the process of administering first aid for common injuries. • Perform CPR (Cardio-Pulmonary Resuscitation) • Demonstrate ways to find if the injury is major or minor. • Demonstrate emergency evacuation procedure and protocol in case of fire or natural disaster. • Demonstrate how to operate emergency equipment like fire extinguisher, alarm systems, etc. • Apply gender-sensitive, non-discriminatory language.
Classroom Aids:	

Laptop, whiteboard, marker, projector, chart paper, clipboards

Tools, Equipment and Other Requirements

Dummy sports products, display racks, shelves, board with product categories, offers, barcode, price tags, mannequins, Hangers, shopping bag, basket, cart, teller machine, point of sale system, feedback sheet, calculator, printer, printed receipts, first aid kit

Module 4: Carry out post sale engagements

Mapped to SPF/N9103, v1.0

Terminal Outcomes:

- Conduct activities to promote customer satisfaction

Duration: 15:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Discuss the ways to promote the store Recall the factors to be considered before processing order Discuss the significance of confirming the order with the customer before packaging the product Discuss the importance of explaining the return and exchange policies to the customer Discuss the ways to create and maintain customer database Discuss the process of post sale follow-ups. Explain the importance of loyalty programs. 	<ul style="list-style-type: none"> Create an event that can be connected to the sports products Create a sample customer feedback form Demonstrate how to collect feedback from the customers Demonstrate how to package the orders in a secure and aesthetically pleasing manner List the popular and efficient ways to collect customer feedback
Classroom Aids:	
ms Laptop, whiteboard, marker, projector, chart paper, clipboards, writing pads	
Tools, Equipment and Other Requirements	
Dummy sports products, display racks, shelves, board with product categories, offers, barcode, price tags, mannequins, Hangers, shopping bag, basket, cart, teller machine, point of sale system, feedback sheet, calculator, printer, printed receipts, first aid kit	

Module 5: Maintain safety, hygiene and sanitation at retail store

Mapped to SPF/N1186, v1.0

Terminal Outcomes:

- Create safe and hygienic environment for customers and staff in a retail store
- Maintain standards of hygiene and sanitation
- Identify and respond to safety and medical emergencies

Duration: 15:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define the importance of safety, hygiene, and sanitation in a sports retail environment • Discuss the significance of personal hygiene for retail staff • Identify equipment and fixtures in the store that require regular maintenance • Identify suitable sanitizing agents for cleaning surfaces and equipment in a sports retail store • Explain the steps to follow during a medical emergency 	<ul style="list-style-type: none"> • Classify equipment as per their usage. • Prepare a retail store readiness checklist. • Prepare a sample report on maintenance of equipment. • Demonstrate hygiene and sanitation checks of work area and equipment. • Prepare a sample report on maintenance of hygiene and sanitation at workplace. • Demonstrate ways to sanitize equipment before and after the usage. • Draft a sample report for advanced hygiene and sanitation issues to appropriate authority. • Demonstrate ways to find if the injury is major or minor. • Demonstrate the process of administering first aid for common injuries. • Perform CPR (Cardio-Pulmonary Resuscitation) • Demonstrate emergency evacuation procedure and protocol in case of fire or natural disaster
Classroom Aids:	
Laptop, whiteboard, marker, projector, chart paper, clipboards	
Tools, Equipment and Other Requirements	
Alcohol-based sanitizer, surface disinfectant, first aid kit, stretcher, arm-sling, crutches	

Module 6: Build an environmental friendly workplace

Mapped to SPF/N1169, v1.0

Terminal Outcomes:

- Identify effective waste management techniques in the workplace.
- Ways to make the workplace environmentally sustainable.

Duration: 15:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Identify the environment-friendly materials available to replace conventional materials. • Explain ways of disposing non-recyclable waste appropriately. • Discuss common sources of pollution and ways to minimize them. 	<ul style="list-style-type: none"> • Prepare statutory documents relevant to safety and hygiene. • Exhibit the methods of disposing non-recyclable waste. • Report malfunctioning. (fumes/sparks/emission/vibration/noise) and lapse in maintenance of equipment.
Classroom Aids:	
Laptop, whiteboard, marker, projector, chart paper, clipboards	
Tools, Equipment and Other Requirements	
Gloves, safety goggles, ladder	

Module 7: Employability Skills

Mapped to DGT/VSQ/N0102, v1.0

Terminal Outcomes:

- Understand Employability skills along with communication skills and constitutional values
- Able to set a goal and create a career plan, along with knowledge financial and legal knowledge

Duration: 30:00	Duration: 30:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the Employability Skills required for jobs in various industries. • Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen • Describe the role of digital technology in today's life • Explain entrepreneurship and opportunities available • Understanding different types of customers and their needs • Explain skills required to become a 21st century professional • Understand to read and write basic English • Understand how to create a career plan • Explain effective communication skills • Understand basic financial and legal knowledge 	<ul style="list-style-type: none"> • Create a career plan • Implement Self-awareness, time management, critical thinking, problem solving • Create sample word documents, excel sheets and presentations using basic features, utilize virtual collaboration tools to work effectively wherever necessary • Implement communication skills while handling different customers • Use appropriate basic English sentences/phrases while speaking. Differentiate between types of customers. • Create a biodata. • Use various sources to search and apply for jobs.
Classroom Aids:	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Duster	
Tools, Equipment and Other Requirements	
Computer (PC) with latest configurations, Computer Tables, Computer Chairs, UPS, Scanner cum Printer	

On-the-Job Training

Mapped to Store Sales Executive- Sports

Mandatory Duration: 90:00	Recommended Duration: 00:00
Location: On-Site	
Terminal Outcomes <ul style="list-style-type: none"> • Prepare store for the sale of sports products • Identify sports products specifications, usage, prices, etc. • Prepare for store setup and visual merchandising • Guide customers in identifying the product categories • Assist customerd with selection and specification of products • Conduct activities to promote customer satisfaction • Identify effective waste management techniques in the workplace. • Ways to make the workplace environmentally sustainable.. • Follow safety protocols for injury prevention and medical emergency. 	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Class 12 th pass	Retail	Minimum of 1 year	Must have worked in a retail environment as an executive.	Minimum of 1 year	Retail	All empaneled Trainers would have to undergo “Train the Trainer” Program conducted by SPEFL SC for each job role time to time.

Trainer Certification	
Domain Certification	Platform Certification
Certified ToT for job role “Store Sales Executive-Sports” mapped to QP: “SPF/Q9101, v1.0” Minimum accepted score is 80%	Recommended that the trainer is certified for the Job-Role “Trainer (VET and skills)”, mapped to Qualification Pack: MEP/Q2601, v2.0” Minimum accepted score is 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Class 12 th pass	Retail	Minimum of 2 year	Must have worked in a retail environment as an executive.	Minimum of 2year	Retail	All empaneled Assessors would have to undergo “Train the Assessor” Program conducted by SPEFL SC for each job role time to time.

Assessor Certification	
Domain Certification	Platform Certification
Certified ToA for job role “Store Sales Executive-Sports” mapped to QP: “SPF/Q9101, v1.0” Minimum accepted score is 80%	Recommended that the assessor is certified for the Job-Role “Assessor (VET and skills)”, mapped to Qualification Pack: MEP/Q2701, v2.0” Minimum accepted score is 80%

Assessment Strategy

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the SPEFL - Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down the proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on the knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for the theory part for each candidate at each examination/training centre as per assessment criteria below.
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training centre based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% of % aggregate marks to successfully clear the assessment.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Recommended Pass % aggregate for QP: 70

Each NOS in the Qualification Pack (QP) will be assigned a relative weightage for assessment based on the criticality of the NOS. Therein each Performance Criteria in the NOS will be assigned marks for or practical based on relative importance, criticality of function and training infrastructure.

The following tools are proposed to be used for final assessment:

1. **Practical Assessment:** This will comprise of a creation of mock environment in the skill lab which is equipped with all equipment's required for the qualification pack. Candidate's soft skills, communication, aptitude, safety consciousness, quality consciousness etc. will be ascertained by observation and will be marked in observation checklist. The product will be measured against the specified dimensions and standards to gauge the level of his skill achievements.
2. **Viva/Structured Interview:** This tool will be used to assess the conceptual understanding and the behavioural aspects as regards the job role and the specific task at hand. It will also include questions on safety, quality, environment, and equipment, etc.
3. **Written Test:** Under this test few key items which cannot be assessed practically will be assessed. The written assessment will comprise of:
 - i. True / False Statements
 - ii Multiple Choice Questions
 - iii Matching Type Questions.
 - iv Fill in the blanks

Accreditation of Assessing Body:

The SPEFL SC's Accreditation process is divided into two steps:

1. **Pre-accreditation process:**

- Apply for Accreditation: Application form with desired documents in prescribed format to be sent.
- Document Compliance: to be done for ensuring the compliance and adherence of applied assessing body according to criteria laid down by SPEFL SC.
- Presentation on Quality Assurance: to be given by Assessing body highlighting the quality assurance process laid down by Assessing body at the process points.
- Once the assessing body clears the due diligence process, the accreditation is given along with terms and conditions.

2. **Post-accreditation process:** Post accreditation, the accredited assessing bodies needs to fulfil following minimum eligibility criteria or requisites for implementation:

- All Empanelled Assessors would have to undergo **“Train the Assessor”** Program conducted by SPEFL SC for each job role time to time.
- Accredited Assessing Body would have to abide with requisite timelines, policies and regulations declared by SPEFL sector skill council.
- Accredited Assessing Body with times would have to contribute to expansion of the questionnaire.

References

Glossary

Term	Description
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module . A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards