



Model Curriculum

QP Name: Store Manager- Sports

QP Code: SPF/Q9103

QP Version: 1.0

NSQF Level: 6

Model Curriculum Version: 1.0

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

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Training Parameters

Sector	Sports
Sub-Sector	Sports Retail Management
Occupation	Sports Retail
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2434.0204
Minimum Educational Qualification and Experience	<p>Pursuing first year of 2-year PG program after completing 3-year UG degree</p> <p>OR</p> <p>Pursuing 1-year PG diploma after 3-year UG degree</p> <p>OR</p> <p>Completed 4th year UG (in case of 4-year UG)</p> <p>OR</p> <p>Pursuing 4th year UG (in case of 4-year UG) and continuing education</p> <p>OR</p> <p>Completed 3-Year UG Degree with 1 year of relevant experience</p> <p>OR</p> <p>Certificate-NSQF (Level 5- Sports Gear Specialist) with 3 Years of relevant experience</p> <p>OR</p> <p>12th grade Pass with 4 Years of relevant experience</p> <p>OR</p> <p>12th Grade Pass with 2 years of any combination of NTC/NAC/CITS</p>
Pre-Requisite License or Training	NA
Minimum Job Entry Age	21 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	660 Hours
Maximum Duration of the Course	660 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/N9107 – Develop recruitment and sales plan for sports store NOS Version No. 1.0 NSQF Level 6	60:00	105:00	30:00	00:00	195:00
Bridge Module Module : Introduction to the job role of store manager- sports	15:00	15:00	00:00	00:00	30:00
Module 2: : Conduct pre-sales activities at a sports store	45:00	90:00	30:00	00:00	165:00
SPF/N9108– Manage the operations of a sports store NOS Version No. 1.0 NSQF Level 6	30:00	75:00	30:00	00:00	135:00
Module 3: Manage the sales and relationships of a sports store	30:00	75:00	30:00	00:00	135:00
SPF/N8126 – Manage supply chain of a sports retail store NOS Version No. 1.0 NSQF Level 6	30:00	60:00	45:00	00:00	135:00
Module 4: Establish effective supply and chain of a sports retail store	30:00	60:00	45:00	00:00	135:00

SPF/N9109– Implement health & safety measures at sports retail store NOS Version No. 1.0 NSQF Level 6	15:00	45:00	15:00	00:00	75:00
Module 5: Maintain safety, hygiene and sanitation at retail store	15:00	45:00	15:00	00:00	75:00
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/N0103- Employability skills (90 Hours) NOS Version No- 1.0 NSQF Level: 5	45:00	45:00	00:00	00:00	90:00
Module 7: Employability skills	45:00	45:00	00:00	00:00	90:00
Total Duration	195:00	345:00	120:00	00:00	660:00

Module Details

Module 1: Introduction to the job role of store manager- sports

Bridge Module

Mapped to SPF/N9107, v1.0

Terminal Outcomes:

- Describe the job role of store manager- sports
- Define the role and responsibilities of a Store Manager in a sports retail environment
- Discuss the career opportunities in sports retail business

Duration: 15:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • State the role and responsibilities of sports store manager • List the career opportunities in sports retail business • Explain how positive customer experiences can impact the success of a sports retail store 	<ul style="list-style-type: none"> • Role-play to highlight the presentations of a sports store sales manager • Create a career progression chart of a sports store manager
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/N9107, v1.0

Terminal Outcomes:

- Set goals and analyze performance data
- Develop sales marketing strategies
- Develop inventory management plan
- Develop sales team training plan
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Duration: 45:00	Duration: 90:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the staffing needs and roles required to achieve the goals of the sports store • Explain the importance of recruiting a diverse workforce • Discuss the factors that may influence sales forecasts based on seasonality, trends, and external • Discuss the importance of offering sales technique training to enhance the team's selling and customer interaction skills • Discuss the importance of market conditions and industry trends when setting sales goals • Explain how to establish specific and measurable sales targets for revenue, units sold, or average transaction value • Discuss the importance of evaluating product performance, customer behavior, and sales trends for informed decision-making • Discuss how to develop discount strategies to drive sales during peak periods or for specific products • Discuss ways to tailor sales strategies to effectively attract and retain the identified target markets • Explain how to collaborate with sales team members to establish sales targets, goals, and action plans • 	<ul style="list-style-type: none"> • Develop a sample recruitment plan to attract the right workforce for the sports store using internal and external sources • Determine the suitable mix of full-time, part-time, temporary, and contractual workers based on the store's needs • Develop comprehensive product training to equip the sports store sales team and consultants with in-depth knowledge • Create a performance-based incentive program to motivate and reward high-performing sales team members • develop advanced training programs to equip staff with in-depth product knowledge, return and exchange processes and exceptional sales techniques • Create a sample sales forecast based on utilize historical data, market research, and industry insights • Create a sample annual sales goal • Do a SWOT analysis (strengths, weaknesses, opportunities and threat) to identify product fitment in the market • Develop target customer segments based on preferences, needs, and purchasing patterns • Create a sample marketing and promotional campaigns i (social media, email marketing, and partnerships) to reach target customers • review slow-moving or outdated inventory and develop strategies to clear or reposition those products • Analyze product performance to identify top-selling items and prioritize their availability
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: Manage the sales and relationships of a sports store

Mapped to SPF/N9108, v1.0

Terminal Outcomes:

- Enhance customer service
- Implement systems for cash and data management
- Implement systems for security and loss prevention
- Maintain health and safety measures at a retail store

Duration: 30:00	Duration: 75:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the important things that a sales person should do when customer enters the store. • Discuss the advantages of digital signage and interactive displays to create an engaging and immersive environment • Explain the importance of collaborating with suppliers and brands to curate appealing product displays aligned with the store's branding and target audience • Discuss return and exchange policies aligned with industry standards and customer expectations • Explain modern POS systems that streamline transactions and improve efficiency • utilize mobile payment options to offer convenient and seamless checkout experiences for customers • Discuss the implications of not maintaining and updating POS hardware and software data security • Explain customer relationship management (CRM) tools and its advantages • Discuss the ways to collaborate with local law enforcement and security agencies to ensure a swift response in case of security breaches or emergencies. • Discuss key performance indicators (KPIs) such as sales revenue, conversion rates, and average transaction value • Explain the ways to identify top-performing products, categories, or customer segments to inform sales strategies and promotions • generate regular sales reports and dashboards to communicate performance metrics and insights to stakeholders • Recall factors influencing sales performance, such as seasonality, marketing campaigns, or external market conditions • Recall the importance of hygiene and sanitation regulatory at the store • List the mandatory safety equipment required to be maintained and stationed at the store 	<ul style="list-style-type: none"> • Demonstrate the best ways of product placement to optimize store layout and maximize visibility • Demonstrate visual merchandising techniques to enhance product presentation and drive sales • Analyze customer flow patterns to inform layout adjustments and improve the shopping experience • Create personalized customer service approach to exceed expectations and build strong customer relationships • Create customer feedback mechanisms to gather insights and continuously improve service quality • Create customer-friendly return and exchange policies to facilitate hassle-free customer experiences. • Integrate inventory management software with the POS system for real-time stock tracking and accurate product availability • Use customer relationship management (CRM) tools to capture and analyze customer data for targeted marketing and personalized service • Develop security protocols to protect the store's assets, including surveillance systems, access control measures, and alarm systems • Train staff on loss prevention techniques, such as identifying and addressing potential theft or fraud incidents • Conduct inventory audits to detect and address any discrepancies or potential inventory shrinkage • Conduct sales performance evaluations to assess individual and team performance • Use sales tracking tools and systems to capture and analyze sales data accurately • Create customer feedback and satisfaction surveys to evaluate the effectiveness of sales strategies and identify areas for improvement • Draft a sample report for advanced hygiene and sanitation issues to appropriate authority. • Demonstrate the process of administering first

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|---|---|
| <ul style="list-style-type: none"> • 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"> • 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. |
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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: Establish effective supply and chain of a sports retail store

Mapped to SPF/N8126, v1.0

Terminal Outcomes:

- Plan for logistics
- Manage warehousing and storage
- Manage Freight transport

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss ways to select reliable vendors based on product quality, pricing, and delivery capabilities • Discuss the fundamentals of a logistics and distribution system • Discuss the trends that affect logistics and distribution • Discuss the economic implications of outsourcing goods and services • Discuss the best practices in distribution management such lean systems thinking and its impact on production processes • Explain logistics planning framework to address the demands of the logistics processes • Explain different inventory requirements in the supply chain • List problems associated with the traditional approaches to inventory planning • Discuss effective warehousing and storage principles • Discuss ways to rotate inventory and stock to minimise old and outdated inventory • Discuss ways to Evaluate internal/external, local/global environments for threats or opportunities • Explain the hazards and safety aspects involved, and duties of relevant personal involved in distribution of products • Explain Motor Vehicle Act and regulations • Explain competition and Consumer Protection Act and regulations 	<ul style="list-style-type: none"> • Prepare sketches and diagrams for a distribution management system framework • Create an integrated logistics network plan within the logistics management and organisation structure • Design logistics planning networks through logistics modelling • Differentiate between inventory planning for manufacturing and inventory planning for retailing • Create sports store operations, packaging and unit loads • Design order picking and replenishment plans • Use information and communication technology in the supply chain • Create Performance monitoring in store management and information • Demonstrate costs/benefits of utilising local, national and/or international markets • Carry out packing, crating, warehousing and storage duties in preparation for site specific program and shipment • Prepare a comparative analysis of in-house versus contracted- out operations
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/N9109, 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: 45:00
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/N0103, 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: 45:00	Duration: 45:00
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 • Identify different types of customers and their needs • Explain skills required to become a 21st century professional • Teach to read and write basic English • Explain effective communication skills • Teach 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 Manager- Sports

Mandatory Duration: 120:00	Recommended Duration: 00:00
Location: On-Site	
Terminal Outcomes <ul style="list-style-type: none"> • Develop sales marketing strategies of a sports store • Develop inventory management plan • Develop sales team training plan • Enhance customer service • Implement systems for cash and data management • Implement systems for security and loss prevention • Maintain health and safety measures at a retail store • Manage logistics of a sports store • Identify effective waste management techniques in the workplace. • Ways to make the workplace environmentally sustainable. • 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 2 year	Must have worked in a retail environment as a manager.	Minimum of 2year	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 Manager- Sports" mapped to QP: "SPF/Q9103, 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 manager	Minimum of 3year	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 Manager- Sports” mapped to QP: “SPF/Q9103, 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