



आधिकारिक पाठ्यक्रम 2025-26
OFFICIAL SYLLABUS 2025-26

खुदरा प्रबंधन
Retail Management
कोड: I-5082
कक्षा बारवी/ Class-12th

विषय का नाम Subject Name	कोड Code	अवधि अंक Duration/Marks	परीक्षा चक्र Exam Cycle
Retail Management (खुदरा प्रबंधन)	I-5082	3 घंटे /100 अंक 3 Hrs / 100 Marks	(ऑन-डिमांड) , (On-Demand) अप्रैल और अक्टूबर, April And October
विषय सूची / Table of Contents			
क्र.सं. Sr.No.	विषय / Topic	विवरण / Details	
भाग-1: मूल जानकारी Part-1 Basic Information			
1.1	सीखने के उद्देश्य Learning Objectives	एनईपी 2020 के अनुरूप NEP 2020 Aligned	
1.2	करियर के अवसर Coding Career Opportunities	सॉफ्टवेयर डेवलपमेंट Software Development	
भाग-2: सिद्धांत पाठ्यक्रम Part-2: Syllabus Details			
			80 Marks
2.1	रिटेल प्रबंधन का परिचय Introduction to Retail Management	14 Marks	
2.2	स्टोर संचालन और प्रबंधन Store Operations and Management	14 Marks	
2.3	ग्राहक संबंध प्रबंधन Customer Relationship Management	14 Marks	

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Central Board of Secondary Education
नई दिल्ली / New Delhi

2.4	रिटेल में बिक्री और मार्केटिंग Sales and Marketing in Retail	14 Marks
2.5	रिटेल एनालिटिक्स और प्रौद्योगिकी Retail Analytics and Technology	14 Marks
भाग-3: प्रायोगिक कार्य Part-3: Practical Work		20 Marks
3.1	सतत आकलन Periodic Assessment	10 Marks
3.2	बहुविध आकलन Multiple Assessment	10 Marks

1. LEARNING OBJECTIVES (NEP 2020)

The curriculum for Retail Management at the Senior Secondary level aims to ensure that students are able to:

- **Understanding Retail Structure:** Gain comprehensive knowledge of the retail industry structure, formats, trends, and organized vs. unorganized sectors.
- **Store Management Skills:** Develop proficiency in store layout design, visual merchandising, inventory management, and efficient warehouse operations.
- **Customer Service Excellence:** Master the art of customer relationship management, handling complaints effectively, and building customer loyalty.
- **Sales & Marketing Proficiency:** Acquire practical skills in sales techniques, product demonstrations, pricing strategies, and retail marketing.
- **Retail Technology:** Demonstrate proficiency in using retail technologies including POS systems, retail software, and data analytics.
- **Problem-Solving:** Apply practical retail knowledge to solve real-world business problems and manage store operations effectively.

2. COURSE STRUCTURE & MARKS DISTRIBUTION

Unit	Title	Marks
1	Introduction to Retail Management	10
2	Store Operations and Management	10
3	Customer Relationship Management	12
4	Sales and Marketing in Retail	14
5	Retail Analytics and Technology	14
Total Theory Marks		60
Practical Work		20
TMA		20
Grand Total		100

3. DETAILED THEORY SYLLABUS (70 MARKS)

इकाई 1: खुदरा प्रबंधन का परिचय	14 अंक
<ul style="list-style-type: none"> • रिटेल का विकास और प्रकार। • रिटेल फॉर्मेट (डिपार्टमेंट स्टोर, सुपरमार्केट, मॉल, ई-कॉमर्स)। • रिटेल का माहौल और रुझान। • संगठित बनाम असंगठित रिटेल। 	

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15, Sector 14, Gurgaon

Unit 1: Introduction to Retail Management	14 Marks
<ul style="list-style-type: none"> • Evolution and types of retail. • Retail formats (Department stores, Supermarkets, Malls, E-commerce). • Retail environment and trends. • Organized vs Unorganized retail. 	
यूनिट 2: स्टोर संचालन और प्रबंधन	14 अंक
<ul style="list-style-type: none"> • स्टोर का लेआउट और डिज़ाइन। • विज़ुअल मर्चेन्डाइज़िंग की तकनीकें। • इन्वेंट्री मैनेजमेंट की बुनियादी बातें। • स्टॉक की हैंडलिंग और वेयरहाउस का कामकाज। • स्टोर का प्रशासन 	
Unit 2: Store Operations and Management	14 Marks
<ul style="list-style-type: none"> • Store layout and design. • Visual merchandising techniques. • Inventory management basics. • Stock handling and warehouse operations. • Store administration. 	
इकाई 3: ग्राहक संबंध प्रबंधन	14 अंक
<ul style="list-style-type: none"> • ग्राहक व्यवहार को समझना। • उत्कृष्ट ग्राहक सेवा। • ग्राहकों की शिकायतों को संभालना। • लॉयल्टी प्रोग्राम और CRM टूल्स। • रिटेल संचार कौशल। 	
Unit 3: Customer Relationship Management	14 Marks
<ul style="list-style-type: none"> • Understanding customer behavior. • Customer service excellence. • Handling customer complaints. • Loyalty programs and CRM tools. • Retail communication skills. 	
यूनिट 4: रिटेल में बिक्री और मार्केटिंग	14 अंक
<ul style="list-style-type: none"> • बिक्री की तकनीकें और प्रक्रिया। • उत्पाद की जानकारी और प्रदर्शन। • मूल्य-निर्धारण की रणनीतियाँ। • प्रचार-प्रसार की गतिविधियाँ। • रिटेल में डिजिटल मार्केटिंग। 	
Unit 4: Sales and Marketing in Retail	14 Marks
<ul style="list-style-type: none"> • Sales techniques and process. • Product knowledge and demonstration. • Pricing strategies. • Promotional activities. • Digital marketing in retail 	
यूनिट 5: रिटेल एनालिटिक्स और टेक्नोलॉजी	14 अंक
<ul style="list-style-type: none"> • पॉइंट ऑफ़ सेल (POS) सिस्टम। • रिटेल सॉफ़्टवेयर और एप्लिकेशन। • रिटेल में डेटा एनालिटिक्स। • ई-कॉमर्स प्लेटफ़ॉर्म। • सप्लाय चैन की बुनियादी बातें 	
Unit 5: Retail Analytics and Technology	14 Marks
<ul style="list-style-type: none"> • Point of Sale (POS) systems. • Retail software and applications. • Data analytics in retail. • E-commerce platforms. • Supply chain basics. 	

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4. PRACTICAL WORK (20 MARKS)

Objectives: To provide students with hands-on experience in retail operations, customer service scenarios, visual merchandising, and usage of retail software tools.

Assessment Breakdown:

Practical Examination	05 Marks
Practical File/Portfolio	05 Marks
Project Work	05 Marks
Viva Voce	05 Marks
Total	20 Marks

Practical Components & Requirements:

- **Software Requirements:** MS Office (Excel, PowerPoint), POS Software (Demo), E-commerce platforms, Retail Management Software (Demo).
- **Practical File:** At least 15 activities covering store layout design, visual merchandising plans, customer service scenarios, sales presentations, inventory management exercises, and retail analytics reports.
- **Project Work:** Comprehensive retail project such as store analysis, marketing plan for a retail outlet, customer survey analysis, or e-commerce business plan.

5. CAREER OPPORTUNITIES & SKILLS

Key Concepts & Skills

- **Core Concepts:** Retail Formats, Consumer Behavior, Supply Chain Management, Merchandising, Store Operations.
- **Practical Skills:** Sales Techniques, CRM Software Usage, Visual Merchandising, Inventory Control, Retail Analytics.

Career Roles & Average Monthly Income

Role	Income Range (INR)
Retail Store Manager	₹20,000 - ₹80,000
Sales Executive	₹18,000 - ₹60,000
Visual Merchandiser	₹22,000 - ₹70,000
Inventory Manager	₹25,000 - ₹90,000
Customer Service Manager	₹20,000 - ₹75,000
Retail Operations Manager	₹30,000 - ₹1,20,000
E-commerce Manager	₹28,000 - ₹1,00,000
Category Manager	₹32,000 - ₹1,30,000

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6. STUDY MATERIAL & RESOURCES

Resource Type	Details
Prescribed Textbooks	1. Retail Management (Class XII) - CBSE/NCERT Publication
Self-Learning Material	CBSE SLM for Retail Management (Code 840)
Reference Books	- Retail Management by Swapna Pradhan - Introduction to Retailing by various authors - Customer Service Excellence guides
Online Resources	- Retail Association of India (RAI) - National Skill Development Corporation (NSDC) - LinkedIn Learning Retail courses
Software Tools	- MS Office Suite, POS Demo Software - Google Analytics - E-commerce platforms

अंक विश्लेषण / Marks Analysis

Component	Details	Marks
Theory	Written Examination	60 Marks
TMA	Tutor Marked Assignmen	20 Marks
Practical	Periodic Test + Multi Assessment + Enrichment + Portfolio	20 Marks
	Total	100 Marks

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