SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Retail Operations and Retail Analytics

X-M2 · 3 days (configurable 1–5 days) · Management · Business & Finance · Years: 2nd, 3rd, PG

CONTENTS

1. Overview 2
2. Hours and credit position 2
3. Course outcomes 2
4. Course content — modules 2
5. Assessment scheme (100 marks) 2
6. CO–PO mapping 2
7. Every participant receives 3
8. Fee 3
9. Designed by 3

Catalogue X-M2 · version 2 · generated 2026-10-11

OVERVIEW

Students run the numbers behind a retail business: inventory, sales and category performance.

Retail is one of India's largest employers and is rapidly professionalising; graduates who understand retail operations and analytics move quickly into store and category roles.

HOURS AND CREDIT POSITION

Contact hours: 24 Guided project: 6 Self-study: 0 Notional total: 30

Credit claim: 1
30 notional hours ÷ 30 hours per credit (NSQF track, UGC Micro-credentials Guidelines §5.3.3) = 1 credits.

COURSE OUTCOMES

CO1. Describe the retail value chain and its formats (K2)
CO2. Calculate core retail metrics from sales data (K3)
CO3. Analyse category performance for a store (K4)
CO4. Interpret basket analysis to inform merchandising (K4)
CO5. Produce a retail performance analysis with recommended actions (K5)

COURSE CONTENT — MODULES

Hours shown are the recommended format; module time scales proportionally when the engagement runs 1–5 days.

Module 1 — Retail operations foundations (4h recommended)
Theory: The retail value chain, formats
Lab: Map a retail value chain
Output: Value-chain map

Module 2 — Merchandising and inventory (4h recommended)
Theory: Assortment, stock, replenishment
Lab: Plan an assortment
Output: Assortment plan

Module 3 — Retail metrics (4h recommended)
Theory: Sales per square foot, sell-through, shrinkage
Lab: Compute retail metrics
Output: Metrics sheet

Module 4 — Category management (4h recommended)
Theory: Category roles, planograms
Lab: Build a planogram
Output: Planogram

Module 5 — Retail analytics (4h recommended)
Theory: Basket analysis, demand patterns
Lab: Run a basket analysis
Output: Basket analysis

Module 6 — Capstone (4h recommended)
Theory: A retail performance analysis with actions
Lab: Analyse store performance
Output: Performance analysis

ASSESSMENT SCHEME (100 MARKS)

Continuous exercises — 40 marks
Case project — 40 marks
Presentation & defence — 20 marks

CO–PO MAPPING

CO1 !' PO1 (strength 2)
The value chain is foundational domain knowledge.

CO2 !’ PO3 (strength 2)
Computing metrics is applied problem-solving.
CO3 !’ PO4 (strength 2)
Category analysis is investigation.
CO4 !’ PO4 (strength 2)
Basket-analysis interpretation is investigation.
CO5 !’ PO10 (strength 2)
The analysis and actions are professional communication.

EVERY PARTICIPANT RECEIVES

- Certificate of completion
- Course material
- LMS access
- Interview question bank
- Mock interview & viva practice
- Optional nasscom NSQF assessment (priced per candidate on your quotation)

FEE

¹700 per student, incl. GST
Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

Venkat Kurela — Founder & Director, Kurela Cognisive Private Limited