

**ACADEMIC PLANNER OF RETAIL FOR CLASS XII FOR 2024-25**

<b>Month</b>	<b>No of Working Days</b>	<b>Content</b>	<b>Teaching Pedagogy</b>	<b>Interdisciplinary Aspects</b>
<b>April 1<sup>st</sup> to 15<sup>th</sup></b>	7	<b>Display of products and satisfy Customer needs</b> <ul style="list-style-type: none"> <li>• Organize the display of products at the Retail store</li> <li>• Establishing Customer needs</li> <li>• Sale and Delivery of Products</li> <li>• Processing the sale of Products</li> </ul>	Constructivist and Integrative Methods	Sale and Delivery of Products
<b>April 16<sup>st</sup> to 30<sup>th</sup></b>	7	<b>Display of products and satisfy Customer needs (Contt...)</b> <ul style="list-style-type: none"> <li>• Maintenance and Cleaning of store area</li> <li>• Communicate effectively with Stakeholders</li> </ul>	Constructivist and Integrative Methods  Practical Based	Maintenance of Store Area
<b>May 1<sup>st</sup> to 15<sup>th</sup></b>	7	<b>Display of products and satisfy Customer needs (Contt...)</b> <ul style="list-style-type: none"> <li>• Duties and Responsibilities of Sales Supervisor</li> <li>• Identify the functions of Sales Supervisor</li> </ul>	Constructivist and Integrative Methods  Practical Based	Duties and Responsibilities of Sales Supervisor
<b>May 16<sup>st</sup> to 25<sup>th</sup></b>	4	<b>Non -Store Retailing</b> <ul style="list-style-type: none"> <li>• E- Retailing Logistics</li> <li>• meaning, advantages and shortcomings of e-retailing</li> <li>• Identify success factors for e-retailing</li> </ul>	Constructivist and Integrative Methods  Practical Based	E- Retailing Logistics

25 <sup>th</sup> May to 30 <sup>th</sup> June		<b>HOLIDAY HOMEWORK (PROJECT WORK FOR 2024-25)</b>		
July 1 <sup>st</sup> to 15 <sup>th</sup>	7	<b>Non -Store Retailing (Contt...)</b> <ul style="list-style-type: none"> <li>• E- Marketing</li> <li>• State importance, advantages and shortcomings of e-marketing</li> <li>• Differentiate e-marketing and traditional marketing</li> </ul>	Integrative Methods  Practical Based	Understanding of E - Marketing
July 16 <sup>st</sup> to 31 <sup>st</sup>	7	<b>Non -Store Retailing (Contt...)</b> <ul style="list-style-type: none"> <li>• Telemarketing</li> <li>• Identify the various telemarketing technologies</li> <li>• Collage on different companies or apps that promote E-marketing or Telemarketing</li> </ul>	Integrative Methods  Practical Based	Concept, advantages and shortcomings of Telemarketing
August 1 <sup>st</sup> to 15 <sup>th</sup>	7	<b>Non -Store Retailing (Contt...)</b> <ul style="list-style-type: none"> <li>• Internet Business</li> <li>• Apprise the concept of internet business and its objectives</li> <li>• Discuss various issues on internet business</li> </ul>	Integrative Methods  Practical Based	Internet Business
August 16 <sup>st</sup> to 31 <sup>st</sup>	7	<b>Retail Point-Of- Sale: An Overview</b> <ul style="list-style-type: none"> <li>• Understanding Components of point of sale</li> <li>• Understanding the Process of Point -Of- Sale</li> </ul>	Integrative Methods  Practical Based	Process of Point -of Sale
September 1 <sup>st</sup> to 15 <sup>th</sup>	7	<b>Retail Point-Of- Sale (Contt...)</b> <ul style="list-style-type: none"> <li>• POS Marketing</li> <li>• chart on the components used in POS system</li> </ul>	Integrative Methods  Practical Based	POS Marketing

September 16 <sup>st</sup> to 30 <sup>th</sup>	7	<b>Billing and Accounting Procedures in Retailing</b> <ul style="list-style-type: none"> <li>• Billing Procedure</li> <li>• Handle the various modes of payments</li> <li>• Fundamentals of Accounting</li> <li>• Accounting Principles and advantages and limitations of accounting</li> </ul>	Integrative Methods  Practical Based	Fundamentals of Accounting
October 1 <sup>st</sup> to 15 <sup>th</sup>	7	<b>Billing and Accounting Procedures in Retailing (contt..)</b> <ul style="list-style-type: none"> <li>• Describe the features, contents of Journal</li> <li>• Classify the subsidiary books</li> <li>• Types of cash book</li> <li>• Reconciliation statement</li> <li>• features of Bank</li> </ul>	Integrative Methods  Practical Based	Journal, Ledger and subsidiary books
October 16 <sup>st</sup> to 31 <sup>st</sup>	7	<b>Billing and Accounting Procedures in Retailing (contt..)</b> <ul style="list-style-type: none"> <li>• Trading, Profit &amp; Loss Account and Balance Sheet</li> <li>• Format of Different Ledgers, Books And Accounts</li> </ul>	Integrative Methods  Practical Based	Trading, Profit & Loss Account and Balance Sheet
November 1 <sup>st</sup> to 15 <sup>th</sup>	7	<b>Inventory Handling</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Understanding the basics of inventory handling</li> </ul>	Integrative Methods  Practical Based	Inventory Handling
November 16 <sup>st</sup> to 30 <sup>th</sup>	7	<b>Inventory Handling (contt...)</b> <ul style="list-style-type: none"> <li>• Process of inventory handling-I</li> </ul>	Integrative Methods  Practical Based	Process of inventory handling-I

<b>December 1<sup>st</sup> to 15<sup>th</sup></b>	7	<b>Inventory Handling (contt...)</b> • Process of inventory handling-II	Integrative Methods  Practical Based	Process of inventory handling-II
<b>December 16<sup>st</sup> to 31<sup>st</sup></b>	7	<b>Revision of Work</b>		
<b>January 1<sup>st</sup> to 15<sup>th</sup></b>	7	<b>Revision of Work</b>		
<b>January 16<sup>st</sup> to 31<sup>st</sup></b>	7	<b>Revision of Work</b>		